

LIFE

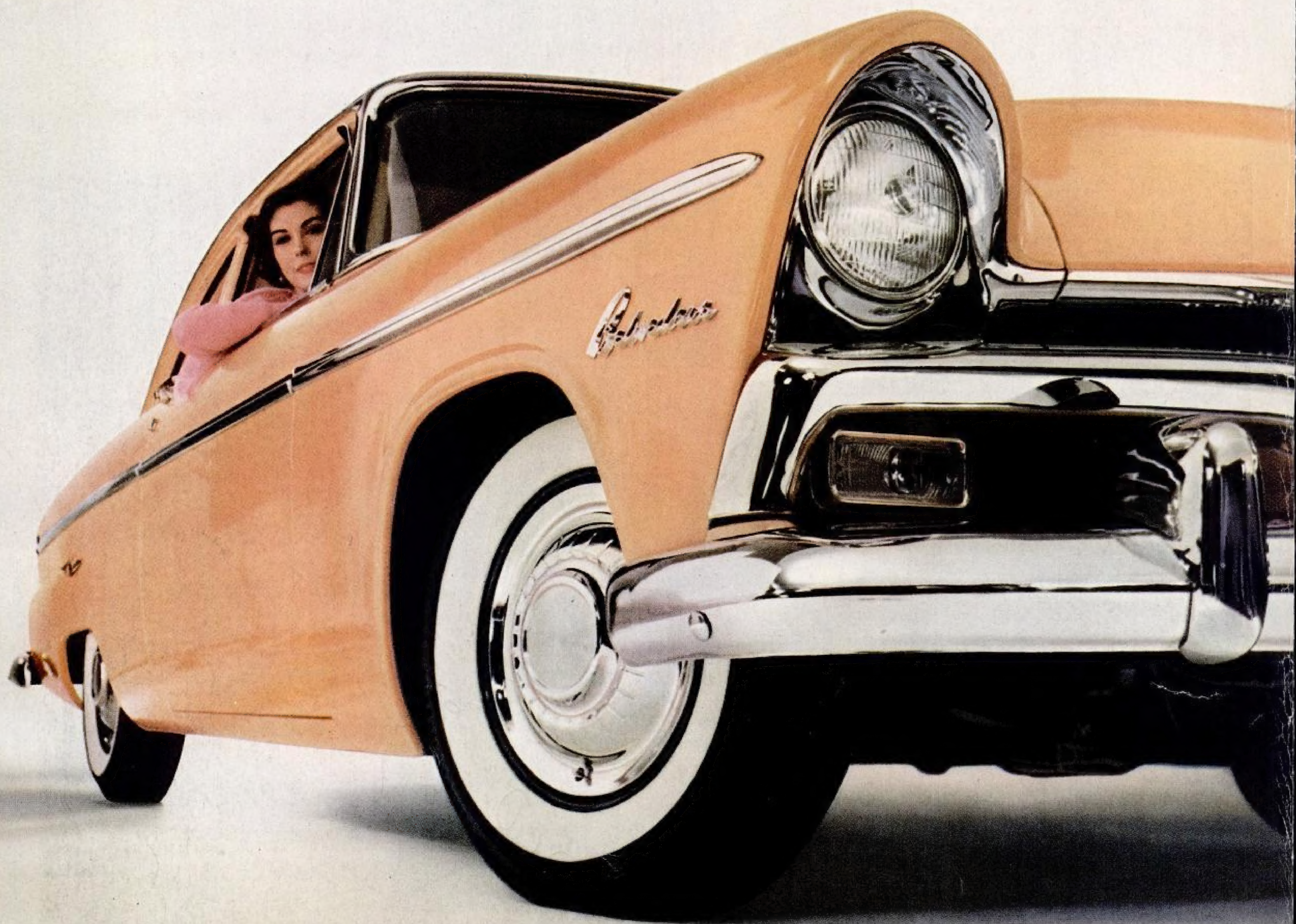
PART II
THE WORLD'S GREAT RELIGIONS
BUDDHISM



RANGOON BUDDHA

20 CENTS

MARCH 7, 1955



Unretouched photograph of Plymouth "6" Belvedere Club Sedan

COULD YOU POSSIBLY SETTLE FOR LESS THAN THIS ?

BIGGEST... LONGEST... LOWEST OF THE LOW-PRICE 3

- Biggest car in the lowest-price field . . . 17 feet long!
- Brilliant new 6-cylinder PowerFlow 117, with exclusive Chrome-Sealed Action. New 167-hp Hy-Fire V-8, highest standard horsepower in its field.
- Glamorous new Full-View Windshield . . . a true swept-back wrap-around, with no "blind spots."
- PowerFlite . . . finest no-clutch transmission made, with Flite-Control Drive Selector on the instrument panel.

Fabulous as this car looks and is, *you can own it.* It's yours in the lowest-price field. See it! *Look at all 3!* You won't settle for less than Plymouth.

Here is the timeless beauty of perfect design. All is clean-lined and new. The 1955 Plymouth proudly disdains gimcracks and gingerbread and warmed-over features. It is a car to live with as well as thrill to. The years will never dim its true modernity.

Biggest car of the low-price 3 . . . powered by

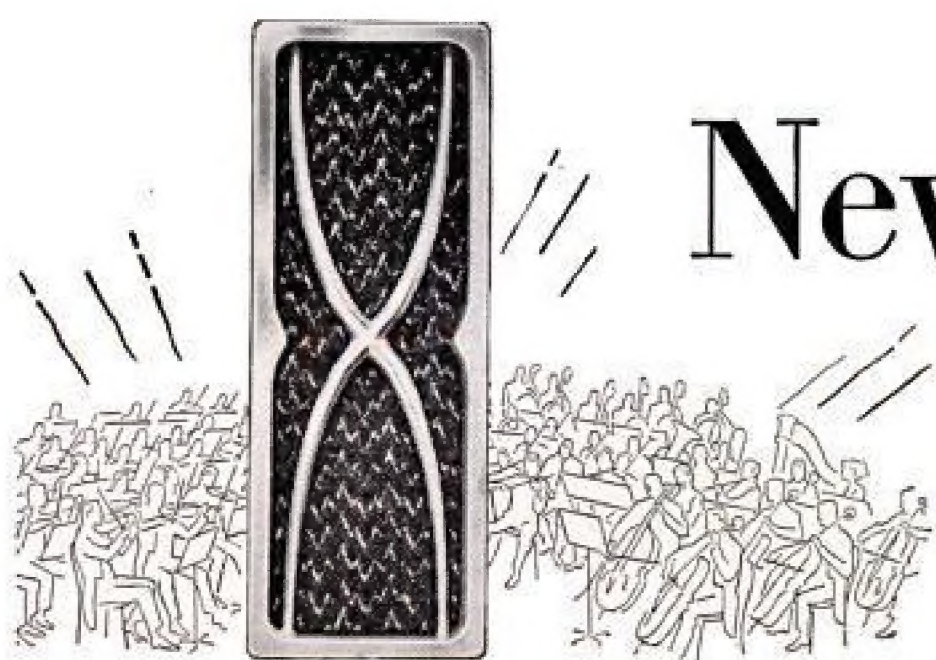
your choice of the brilliant new 6-cylinder PowerFlow 117 or the 167-hp Hy-Fire V-8 . . . the new Plymouth demolishes former concepts of value in its field. . . . This year, of all years, *look at all 3.* Study Plymouth's matchless engineering and superb craftsmanship. Then you will choose Plymouth, with the confidence of a sound decision, wisely made.

PowerFlite, PowerPak and all power driving aids available at low extra cost
Enjoy "SHOWER OF STARS" and "CLIMAX!" on CBS-TV

ALL-NEW PLYMOUTH '55

See it...drive it...today at your Plymouth dealer's...a great new car for the YOUNG IN HEART





The Acoustic Lens... a revolution in TV sound

New PHILCO Sound System

*adds a triumph of "Acoustic Realism"
to the world's finest TV picture*



Model 4130 with Acoustic Lens

Philco 21-inch Console with Exclusive "Acoustic Lens"—at the Lowest Price in History!

You must hear it to believe it! The famous Phonorama Acoustic Lens, developed in the great Philco laboratories, adds studio audience "presence" to home televiewing. A brilliant new system of acoustics that floods your room with pure sound in full tonal range. A new world of audio realism to match the finest *Aluminized* picture in all television! The Acoustic Lens is yours in a new 21-inch console **299⁹⁵*** at the low VHF price of only

*Slightly higher in the West and South.

Back of Philco's matchless picture performance on all channels is a great new Power Plant and the famous Golden Grid Tuner. And Philco's revolutionary Finger Tip Tuning System outmodes all of today's awkward tuning devices. No Grappling with trap door panels. No Groping for knobs behind the set. No Guessing with "blind" side dials. See the new Custom-Styled 17, 21 and 24-inch models sensation-ally priced at your Philco Dealer's now.

Prices and specifications subject to change without notice.



**Complete Swivel Base Consolette
at a Table Model Price**

PHILCO 4113. Cabinet pivots for easy viewing anywhere in the room. Great new chassis and Golden Grid Tuner. 21" Aluminized Picture. New low price includes Swivel Base.

PHILCO® *Famous for Quality the World Over*

The path of Buddhism 78



GOLDEN BUDDHA

Second of "The World's Great Religions" series—LIFE's color pictures, mostly by Howard Sochurek, depict the life and faith of Gautama Buddha.

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Fame at 24 is certain for Jimmy Dean when his big movie opens next week. LIFE gets a glimpse of how intense young Dean is taking it.

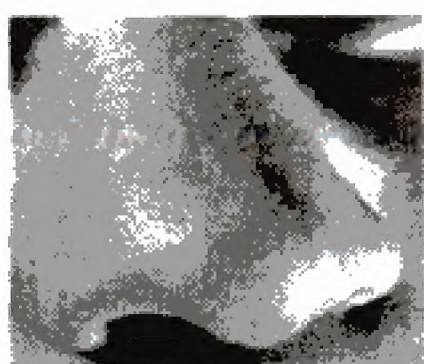
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REG. U.S. PAT. OFF.

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Now your John Hancock agent has new, streamlined life insurance policies planned for an average family's protection *at lower cost*. They can be tailor-made to your requirements . . . for your retirement, for education of a son or daughter, to pay off the mortgage, or other purposes. It's big news in your life insurance future. Ask your John Hancock agent now for the unusual facts.

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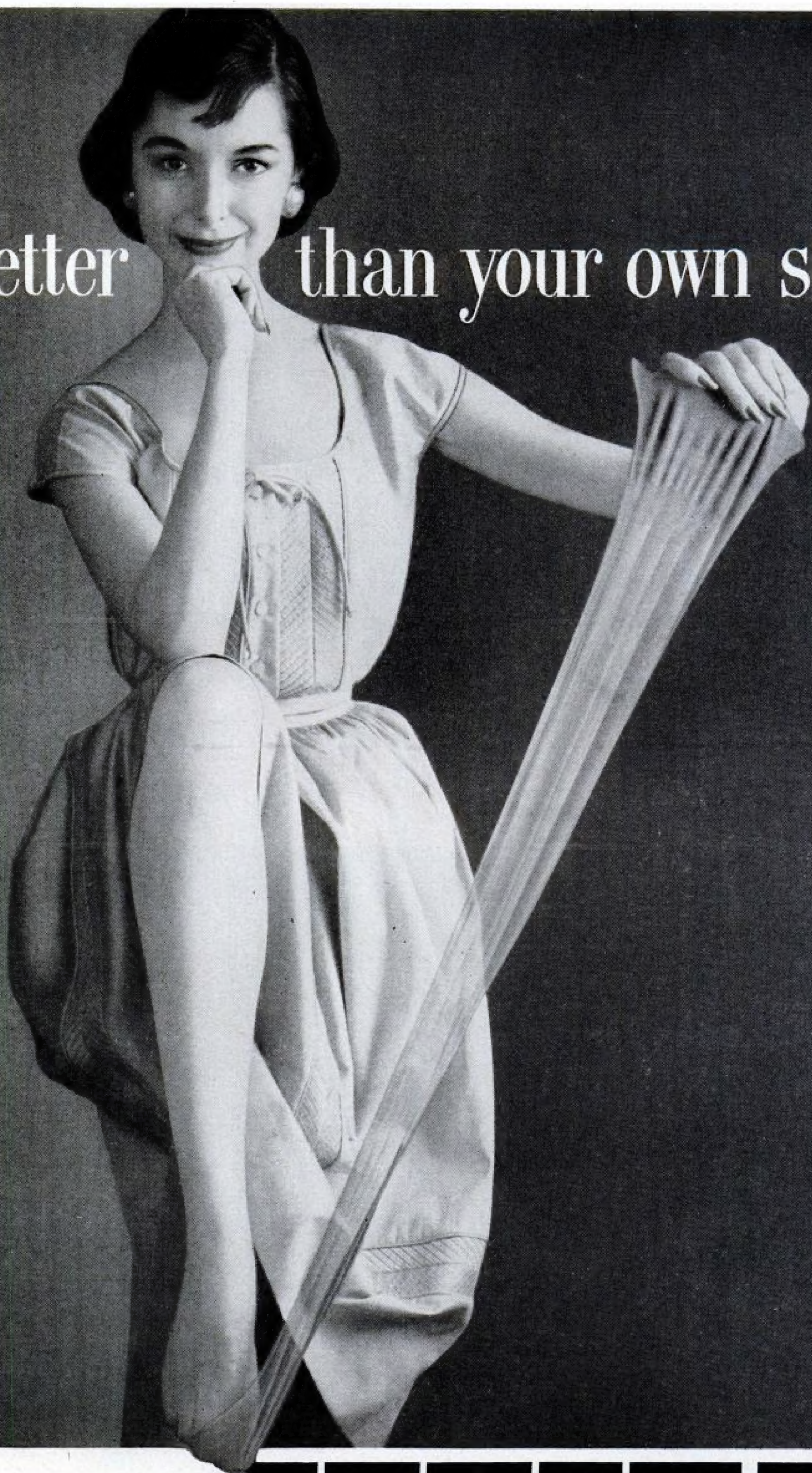
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This One



They fit you better than your own skin!



BURLINGTON'S SLIKALENE IN A SKIRT AND BLOUSE BY KORET OF CALIFORNIA

BUR-MIL Cameo **SHAPE-2-U** SHEER NYLON STRETCH STOCKINGS

They *look* better and *feel* more comfortable than any stockings you've ever worn

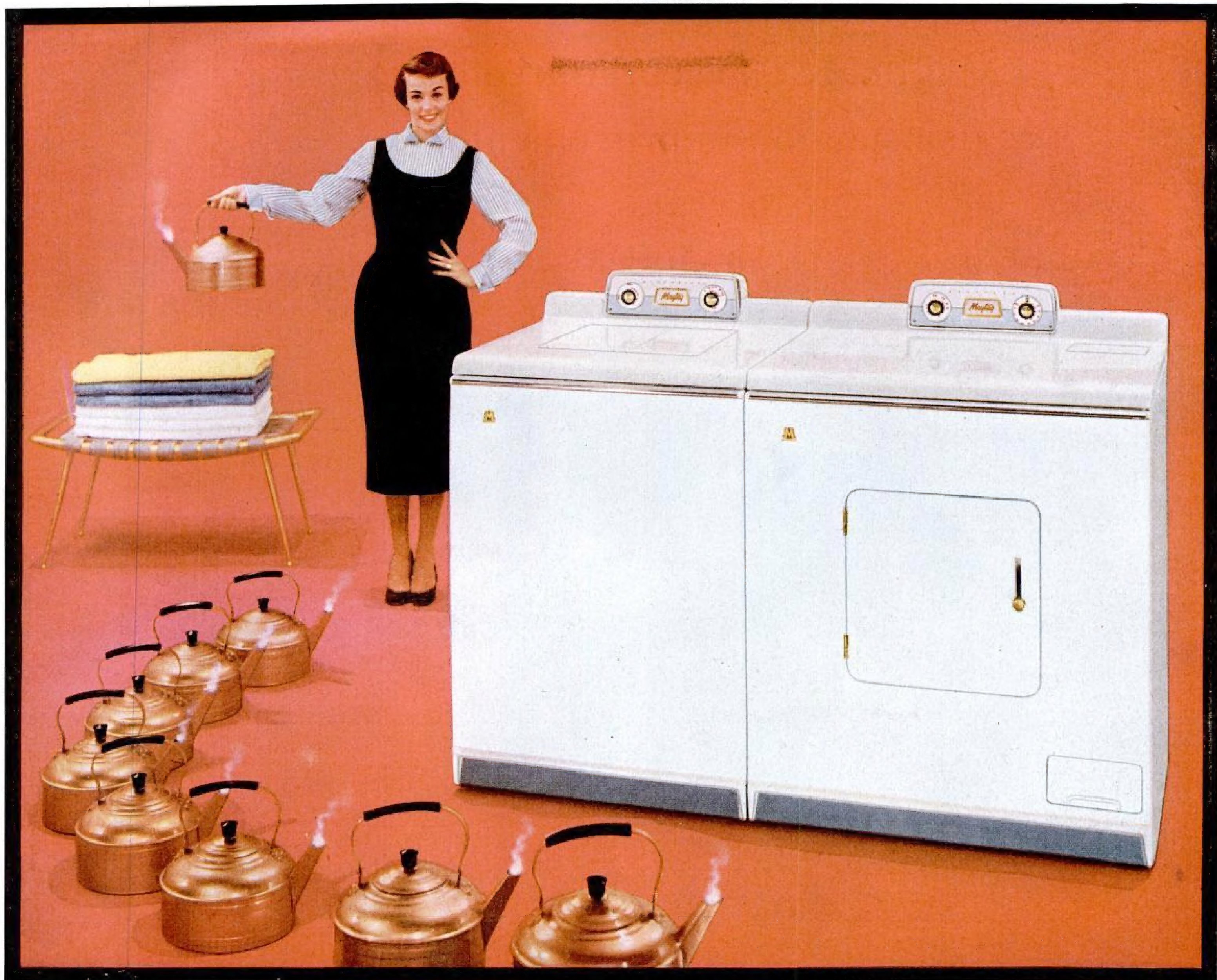
New, Bur-Mil Cameo SHAPE-2-U stockings stretch from top-to-toe to fit you perfectly...to hug every part of your leg. No more wrinkles, no crooked seams! Long-wearing SHAPE-2-U are the most comfortable stockings you've ever worn. And they're sheer—beautifully, breathlessly sheer.

You'll love the flattering "Skin Tone" colors, the glamour of misty-dull

"Face Powder Finish," too. Bur-Mil Cameo SHAPE-2-U in three personally proportioned sizes—one perfect for you. At the nicest stores. \$1.95.

Also at your favorite stocking counter: Bur-Mil Cameo Regular Nylon Stockings in seamless and full-fashioned styles for every occasion. In exclusive complexion-right "Skin Tone" colors and soft, dull, permanent "Face Powder Finish"...\$1.15 to \$1.65.

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These are the finest of the new Maytag washers and dryers. See the complete line of wringer and automatic washers, dryers, ironers, ranges and freezers...all made by Maytag.

new Maytag can save 9 gallons of hot water per load!

It's completely automatic, even for small loads!

Save 11½ gallons of water every time you wash a small load—and 9 gallons of this is *hot* water! Think of the savings over the years. Exclusive new Automatic Water Level Control saves on *both* wash and rinse, uses only the water you need for any size load! On full loads the Maytag Automatic uses less water than any other agitator type automatic—as much as 50% less. Exclusive Gyrafoam action and Double-Spin Tubs wash the grimeiest work clothes—the most delicate fabrics—thoroughly clean. Matching gas or electric dryer. Ask your dealer how *easy* it is to own a Maytag. *The Maytag Company, Newton, Iowa.*



AUTOMATIC WATER LEVEL CONTROL—
Saves up to 11½ gallons of water on small loads—9 gallons are hot water!



FASTEST SAFETY BRAKE—Maytag Safety Lid stops action the *moment* it's opened. Sure protection for your youngsters.

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MAYTAG ADVANCED AUTOMATICS



Make sure you get the greatest
insulation improvement
in 16 years...



The most important comfort feature you can buy!

Now the best has been made even better! And what a difference the new improved Fiberglas* Insulation can make in your year-round home comfort! With *greater* insulating efficiency than ever before, it now holds in *more* furnace heat during winter, keeps your home far warmer...slashes fuel bills by as much as 40%.

In summer, it keeps *out* heat... keeps your home up to 15° cooler, even without air conditioning. And if you do air condition, it can cut installation and operating costs by as much as 58%.

New improved Fiberglas Insulation is permanent—lasts for the life of your house. Can't

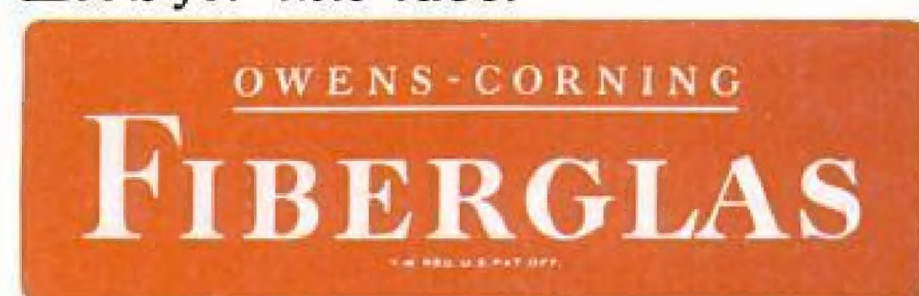
rot, can't decay. Won't settle down to leave uninsulated spots—ever! So if you're building a home, buying a home or remodeling your present home, insist on the greatest insulation improvement in 16 years—*new improved* Fiberglas Insulation. No other single feature can possibly mean more to your future comfort.

FREE BOOKLET! Install Fiberglas Insulation yourself. It's lightweight and easy to handle—easily cut to shape with a knife or scissors. Find out how to insulate or finish off an attic by writing for a free copy of our new "How To Do-It-Yourself" book to: Owens-Corning Fiberglas Corporation, Dept. 10C-7, Toledo 1, Ohio.

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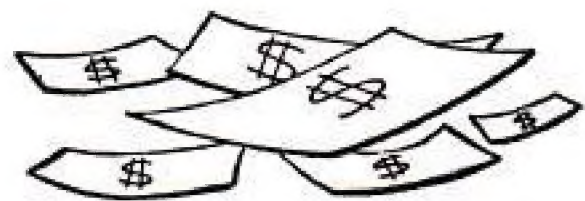
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... makes new things possible*

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PORTS TO YOU & YOU



CASH DIVIDENDS

The figures below are the estimated total cash dividends paid on all common stocks listed on the New York Stock Exchange at the end of each year for the last twenty years. During this period the number of stocks listed has increased by 305.

1954.....	\$6,438,821,000
1953.....	\$5,874,178,000
1952.....	\$5,594,616,000
1951.....	\$5,466,596,000
1950.....	\$5,403,664,000
1949.....	\$4,234,525,000
1948.....	\$3,806,015,000
1947.....	\$3,254,653,000
1946.....	\$2,668,549,000
1945.....	\$2,274,727,000
1944.....	\$2,222,612,000
1943.....	\$2,063,411,000
1942.....	\$1,997,461,000
1941.....	\$2,280,654,000
1940.....	\$2,098,952,000
1939.....	\$1,832,678,000
1938.....	\$1,555,851,000
1937.....	\$2,373,436,000
1936.....	\$2,076,997,000
1935.....	\$1,335,744,000
1934.....	\$1,181,184,000

WHO ARE AMERICA'S SHARE OWNERS?

Based on number of shares owned



Men36.3%



Women26.9%



Joint Accounts 7.5%



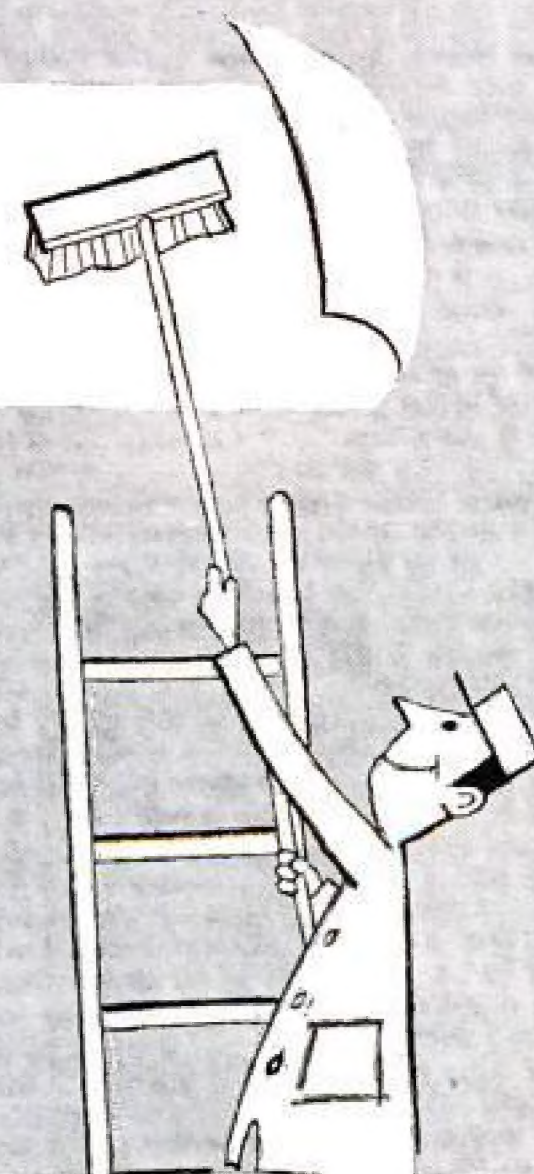
Trustees, Institutions & Others29.3%

SHARE OWNERS BY INCOME GROUPS

Family income

Under \$5,000	31.6% or 2,050,000 people
\$5,000 - \$10,000	44.4% or 2,880,000 people
\$10,000 and over.....	24.0% or 1,560,000 people
TOTAL	6,490,000 people

These figures are taken from the 1952 study of share owners in the United States, prepared by the Brookings Institution, Washington, D. C. Latest estimates by the Exchange indicate that the total of individual share owners of publicly owned corporations is now about 7,500,000.



HELPFUL HINTS FOR INVESTORS

There are no hard and fast "rules" for investing. Market conditions change constantly. But if you're considering investing in common stocks, here are a few hints worth following:

1. Don't buy stocks before your insurance needs are taken care of and you have money for emergencies.
2. Be conservative—don't try any "get-rich-quick" schemes. Buy stocks in well-known and established companies.
3. Get the facts before you buy your stock. The wisest investors investigate thoroughly before they invest.
4. Ask for advice from any Member Firm of the New York Stock Exchange. They have facts and figures on every company on the Exchange and will be glad to help you.

THE NEW YORK STOCK EXCHANGE is the nation's market place where the securities of America's leading companies are bought and sold... quickly, easily, economically.

All transactions are subject to the rules of the Exchange, and prices and sales are published promptly across the country.

The Members and Member Firms of the Stock Exchange are the direct link with this market place. There are 1,840 Member Firm offices throughout the country, and each one must operate according

to the highest standards of business ethics.

Perhaps you are thinking about buying your share of American business. If you are, any Member Firm will be glad to serve you. Each year firms spend millions of dollars on research, studying industries and companies listed on the Exchange. But remember there are risks as well as rewards in stock ownership—so get the facts before you invest. A registered representative of a Member Firm will gladly give you experienced help in investing in America's future on a sound basis.

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Members and Member Firms of the

NEW YORK STOCK EXCHANGE

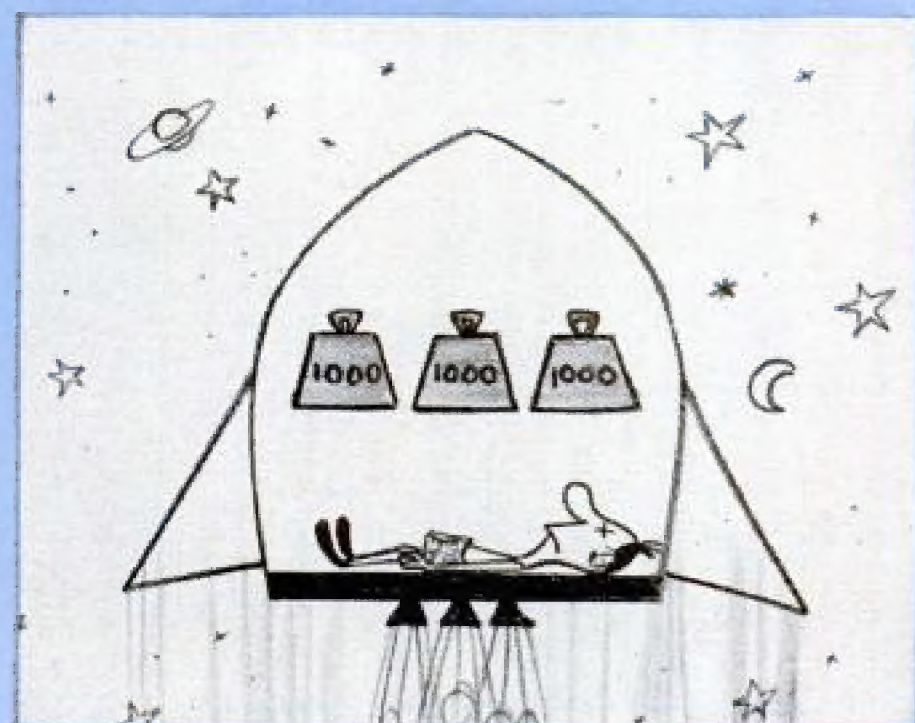
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tells you what stocks are, what cash dividends typical stocks have paid, how to buy stocks and about the new Monthly Investment Plan. For free copy of Investment Facts, get in touch with your local Member Firm or write directly to the New York Stock Exchange, Dept. LF, P.O. Box 252, New York 5, New York.



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WEIGHTLESS IN ASCENT



IN ROCKETING RISE the traveler in passage from earth to space will be required to lie prone so that gravitational force will be reduced evenly over his whole body until he becomes weightless.

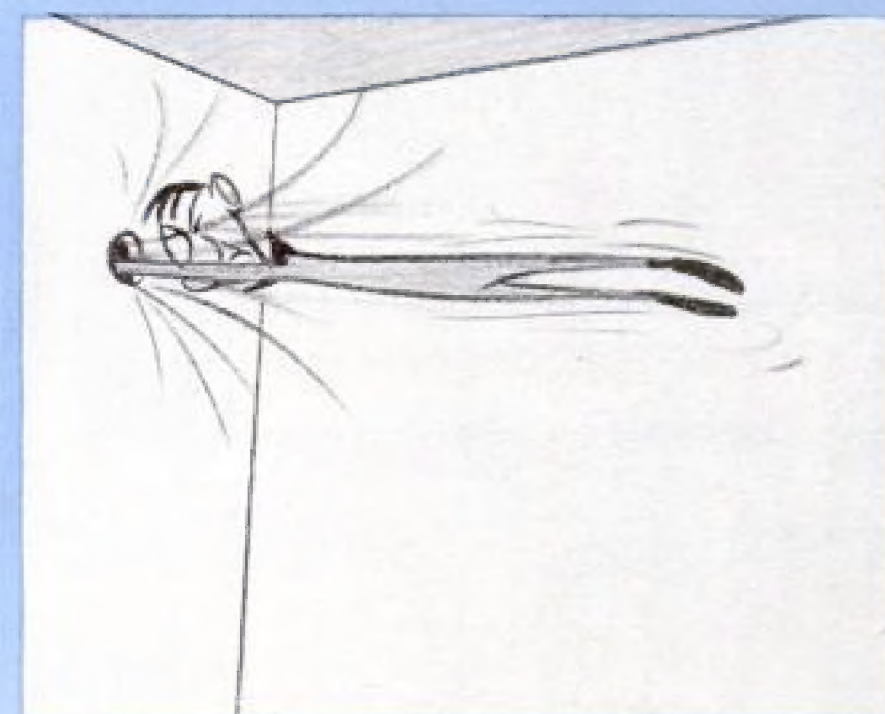
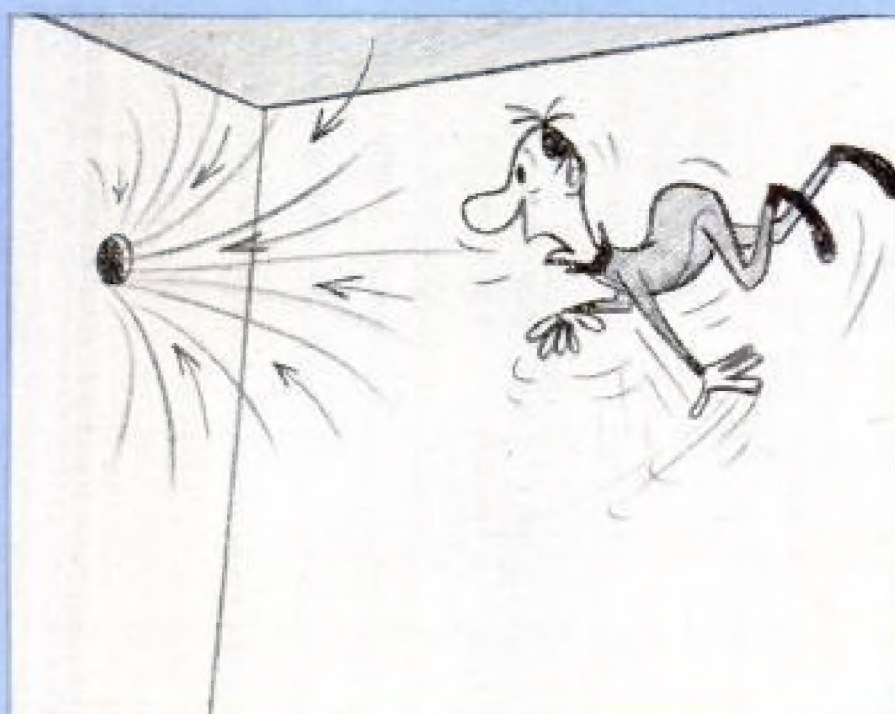
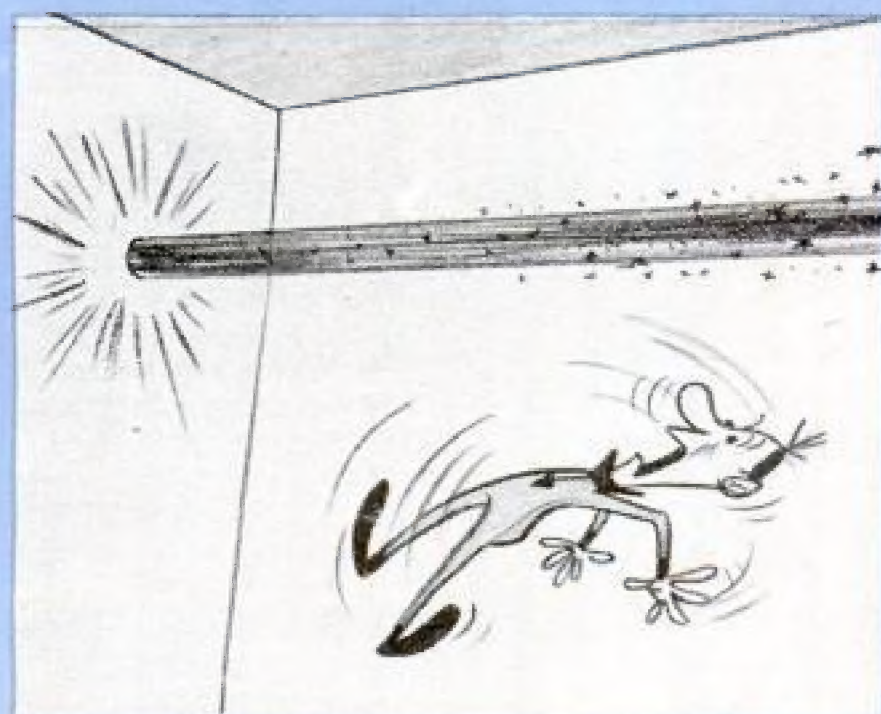
SPEAKING OF PICTURES

These show Disney version of weightless world-men's plight in outer space

To stir up interest in a children's wonderland called Disneyland which he is erecting outside Hollywood, Cartoonist Walt Disney will devote part of his March 9 TV show (ABC-TV, 7:30 p.m., E.S.T.) to the problems man will have to handle when he takes off—perhaps soon—on a trip into outer space. The cartoon that night will deal with the delights and difficulties of living outside the jurisdiction of the law of gravity. Disney is simulating these

conditions in space machines he plans for a section of his park he calls Tomorrowland. In space, man, as well as his women and children and property, will be weightless, and without a reorientation with reality he will not be able to operate. Meteorites will harass him as he runs his rocketship about. And the Martini that means so much to him in the evening may fly away forever if he forgets where he is and hoists a toast to the wild blue yonder.

PERILS OF PUNCTURE



PASSING METEORITES, cluttering traffic lanes above the stratosphere, will constantly endanger spaceship travelers. When a meteorite makes a direct

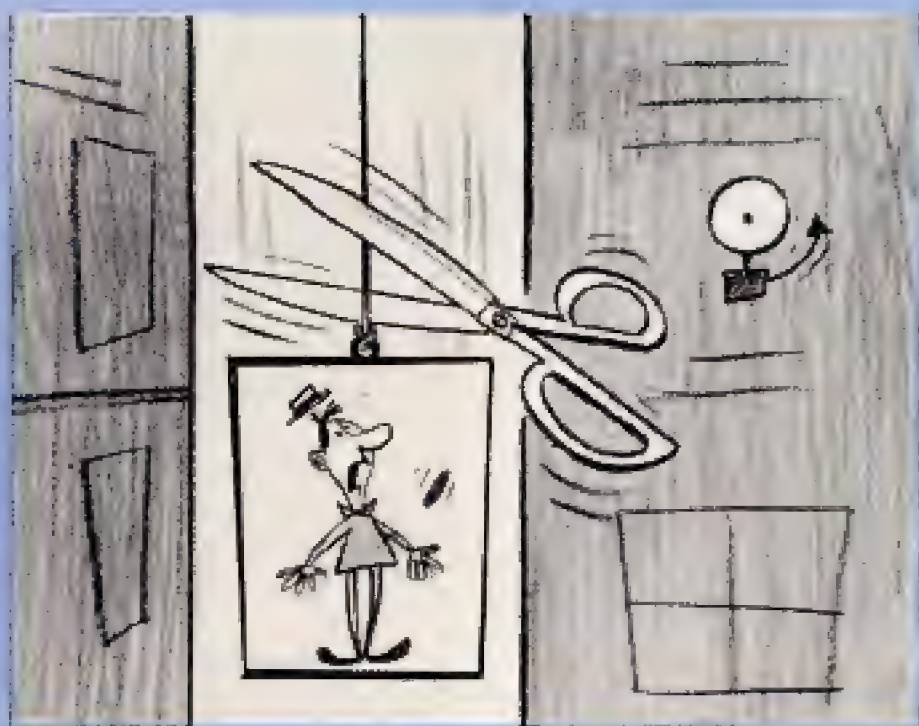
hit, the traveler will make an instantaneous—and involuntary—exit as he is forced out by the pressure which is greater inside spaceship than outside it.

DANCERS OF DRINKING



ELUSIVE MARTINIS will make drinking an even more troublesome activity than it is on earth. In absence of gravity a drink once set in flight

by being hoisted from the bar toward the lips will fly past the lips and on to the ceiling. Special solution for this is toothpaste type cocktail containers.



IN WEIGHTLESS DESCENT traveler caught in elevator with its cable cut will experience same sensations as spaceman soaring free. How he can regain lost sense of direction is suggested below.

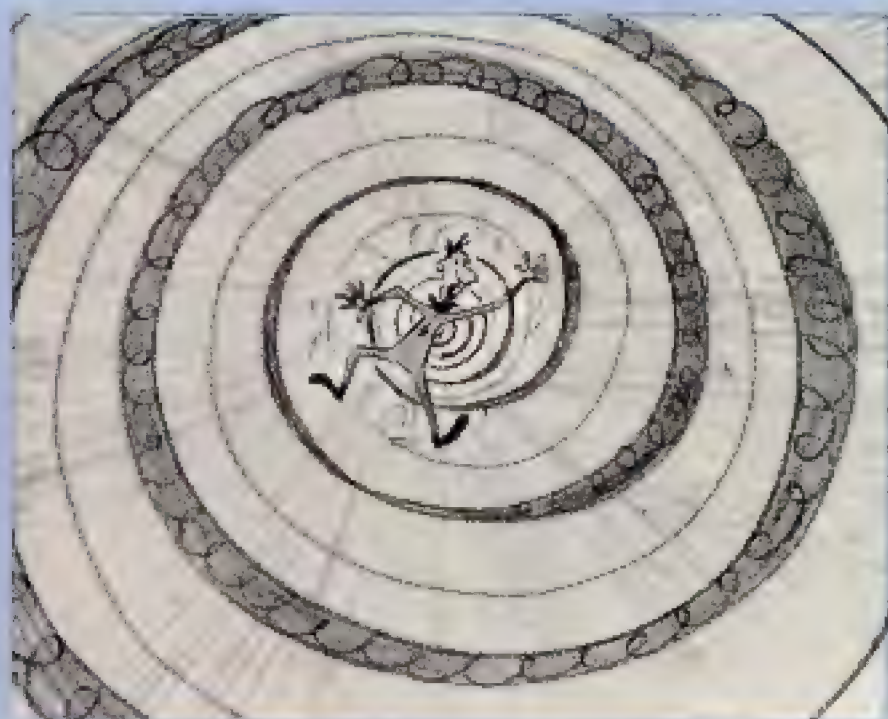


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GETTING HIS BEARINGS will be simplified for the man whirling about unoriented if he remembers, always, to fix his eyes on a single familiar object.

PROBLEMS OF THINKING



BEWILDERED MIND, which learned all its rational processes on earth where gravitational force operated, may find weightlessness more than it can

take. Distaught newcomer is expected to regain skill at consecutive thinking after taking to his bed to put the reasonable parts of his brain back in order.

Wonderful, wonderful the "Rated No.1 Best Buy"



SUPER POWER

20% more suction—new 650 Watt, full 7/8 HP motor means better cleaning, faster cleaning with less effort. Suction can be reduced to clean drapes and lightweight fabrics without "pulling."



New! Jewel-like Beauty!

Sparkling new eye-appeal with brilliant color combination of rich "Roto-Matic Red" and lustrous silvery gray create a gleaming jewel-like finish—another Eureka first.



New ZIP-CLIPS

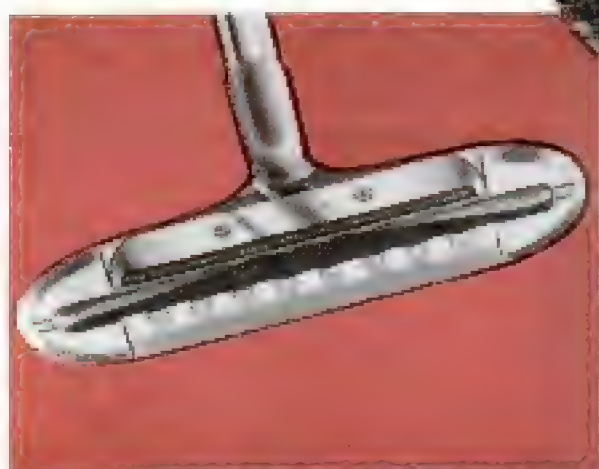
Lock and Unlock Swivel Top Instantly

Zip the 2 clips and the swivel top is unlocked instantly. Zip again and the swivel top is locked securely to the cleaner. Empties in a jiffy.



Exclusive ATTACH-O-MATIC Clip-on Tools

Tools and electric cord clipped to sides of the Eureka are always right at your fingertips—no carrying or storage problem—saves you time, steps and temper.



Amazing "3-D" RUG NOZZLE with Floating Brush

The finest, easiest to use rug nozzle made. Cleans 3 ways—front, rear and at both ends of nozzle. Floating brush easily removes dog hair, lint and threads.



Complete Cleaning Unit All "Ready to Go" Anytime

If you prefer—leave completely assembled and stored in a closet ready to use. Thanks to Eureka's exclusive Attach-O-Matic Clip-on Tools which make this convenience possible.

4-Wheel ROTO-DOLLY

Equipped with 4 big hard rubber, ball-bearing swivel wheels, the Roto-Dolly carriage will not mar even highly polished surfaces—clings tightly to the cleaner and provides easy-roll when using cleaner on bare floors.



EUREKA WILLIAMS COMPANY • Division of Henney Motor Company, Inc. • BLOOMINGTON, ILLINOIS
In Canada: Onward Manufacturing Co., Ltd., Kitchener, Ontario

NEW **MONY "EXECUTIVE" POLICY** PUTS

\$10,000 OF LIFE INSURANCE

WITHIN THE REACH OF ALMOST EVERY FAMILY!



**MONY's new EXECUTIVE policy offers
\$10,000 or more life insurance
at a very attractive low-premium rate!**

For example, if you are 30 years old, you can buy a \$10,000 MONY EXECUTIVE policy at the rate of about \$4.00 a week for the first three years, and \$4.50 a week after that. What's more, annual dividends payable from the end of the third year will *reduce* the cost.

The MONY EXECUTIVE is offered only in our

"economy-size" package—in amounts of \$10,000 or more. Its low-premium rate reflects MONY's continuing efforts over the years to make more adequate amounts of life insurance available to more families—at a cost they can afford.

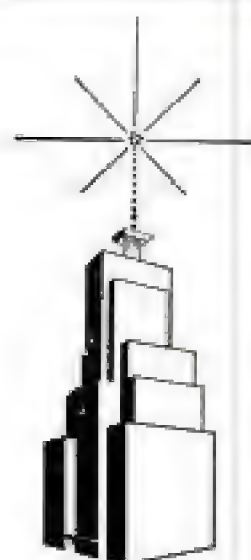
One of the outstanding features of the MONY EXECUTIVE policy is its flexibility. At stated intervals you can change it for other plans of life insurance as your changing needs make this necessary or desirable. This can be done simply by increasing future premiums—*without the usual lump-sum payment of back premiums!*

The MONY EXECUTIVE has high cash values which you can borrow or use for any emergency.

This policy is ideally suited to the man who wants to provide lifetime protection for himself and his family, and yet retain the right to "change his mind" to suit his changing needs.

The MONY EXECUTIVE also provides ideal "key-man" insurance which will protect a business against the loss of an important executive . . . a loss that could create a serious financial problem for almost any business.

**DON'T WAIT ANOTHER DAY TO FIND OUT MORE ABOUT
THIS NEW MONY POLICY. MAIL THIS COUPON NOW.**



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MONY EXECUTIVE policy.

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City _____ County or Zone _____ State _____

Occupation _____ Date of Birth _____

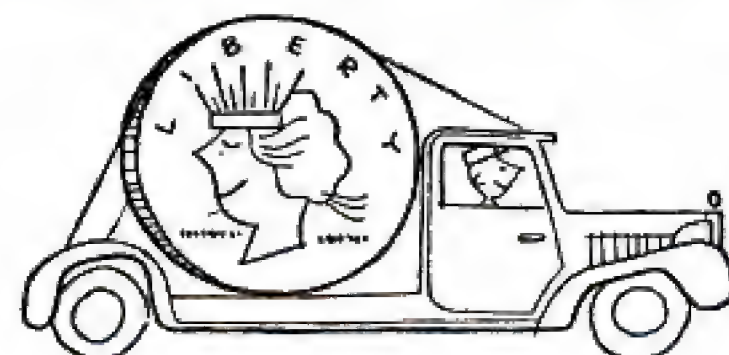
THE STOCK EXCHANGE RE



BIGGEST FAMILIES OF COMMON SHARE OWNERS?

The figures below are the number of common share owners of each company based on latest available reports.

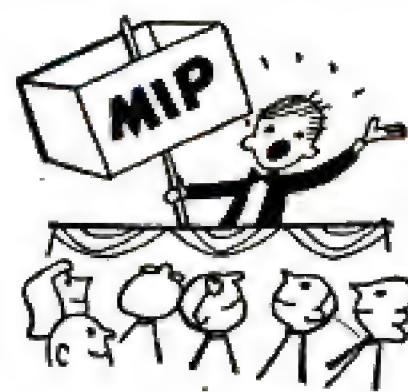
American Telephone & Telegraph	1,307,215
General Motors	459,099
Standard Oil of New Jersey	296,782
General Electric	294,995
United States Steel	224,423
Cities Service	191,152
Socony Vacuum	174,910
Pennsylvania Railroad	164,887
Radio Corporation of America	159,563
Consolidated Edison	135,897



WHAT DIVIDENDS PAID?

200 common stocks paid 6% or more
233 common stocks paid 5% to 6%
237 common stocks paid 4% to 5%
167 common stocks paid 3% to 4%
84 common stocks paid 2% to 3%
47 common stocks paid under 2%
108 common stocks paid no dividends
1,076

These figures are based on December 31, 1954, closing prices and total cash dividends (including extras) paid by each company listed on the New York Stock Exchange in 1954.



HOW DO INVESTORS LIKE THE MONTHLY INVESTMENT PLAN?

Just a little more than one year ago—January 25, 1954—Members and Member Firms of the New York Stock Exchange initiated a new "pay-as-you-go" plan for buying stocks. It enables investors to purchase shares in some of America's largest corporations for as little as \$40 every three months (or as much as \$999 invested every month). How well has this Monthly Investment Plan caught on? Here are the facts at the end of its first year:

28,800 plans have already been put into effect, ranging from one- to five-year periods.

331,000 shares have been bought so far. The MIP investor owns exactly what he pays for whether it is 10 shares or a fraction of a share.

\$11,500,000 has been invested in stocks through this plan to date.

\$68,000,000 will be the total amount invested by the MIP investors when all current plans are completed.

\$65 was the average monthly payment, and:

\$82 was the average quarterly payment.

A RECENT STUDY INDICATES THAT:

47% of present MIP investors are considering additional MIP investments.

27% of present MIP investors already have purchased additional stock since joining MIP.

95% of present MIP investors would recommend MIP to their friends.

ONLY ONE IN OVER 600 COR- PORATIONS HAS STOCK LISTED ON THE NEW YORK STOCK EXCHANGE



WHY?

Before a company can be listed ("listed" means accepted for trading) on the New York Stock Exchange, it must qualify originally by meeting certain standards:

It must have substantial assets and have demonstrated earning power of at least a million dollars a year before applying for a listing.

It must be owned by 1500 stockholders or more, and have at least 300,000 shares of stock outstanding in public hands.

The company must also agree to send one full financial report a year to its share owners and to publish quarterly statements of earnings, so investors can keep a close check to see if the company continues to do as well as when it was first listed. While most companies issue quarterly reports, such frequent reports may, in some cases, be impractical.

All common stocks on the Exchange carry with them the right to vote in stockholder meetings.

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1955 EUREKA Super Roto-Matic



With New Zip-Clip Swivel Top

...easier to use...easier to empty

And Still Only

\$69.95
Complete with deluxe tools

Save \$20 to \$30

The gorgeous New 1955 Eureka Super "Roto-Matic" at \$69.95 sets spectacular new standards for all-around cleaning, ease of handling and dramatic beauty in vacuum cleaners regardless of price.

Already rated "NO. 1 BEST BUY" by nation's leading independent authorities, the New Eureka Super "Roto-Matic" is now refined to the peak of perfection—supreme among all cleaners of its type. And, because it is America's fastest growing favorite in vacuum cleaners, increased production permits maintaining its astounding low price of \$69.95 complete with deluxe tools. You save \$20 to \$30 over the cost of comparable cleaners!



Easy Action SWIVEL TOP
Cleans all over from ONE position. You clean a whole room without moving the cleaner—thanks to its marvelous swivel top.



New! Miracle Cleaning Tool for Shag-Rugs
Clips instantly to rug nozzle—agitator action combines with super-suction to lift and clean every strand of cotton shag-rugs easily, quickly, without annoyance. Optional.

10-DAY HOME TRIAL MONEY BACK GUARANTEE!

EUREKA WILLIAMS COMPANY
Division of Henney Motor Company, Inc.
Bloomington, Illinois

Yes! I am interested in seeing the beautiful New 1955 Eureka Super "Roto-Matic" cleaner at \$69.95. Without obligation please send me name of your nearest Eureka Dealer.

Name _____
Address _____
City _____ State _____

Brand New! and amazingly low-priced! ADMIRAL GIANT 21" TV only \$149.95* The Nassau Ebony Finish

Here is 21" TV's greatest value! Full 270 sq. in.
aluminized screen...new ROBOT Chassis.
Also blonde oak or grained mahogany finish.
Matching base extra.

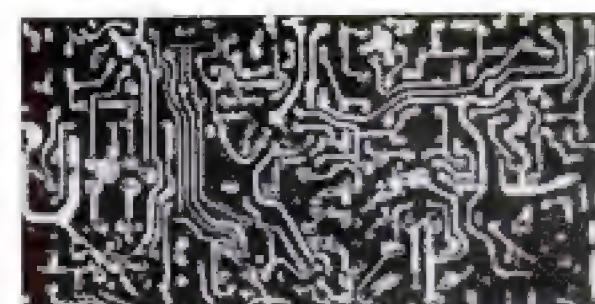


AUTOMATION†

by Admiral makes possible these sensational TV values...with amazing ROBOT Chassis and finest quality features.



THE OLD. This sectional view of regular television chassis shows complex maze of wiring.



THE NEW. Precision circuits made by Admiral AUTOMATION are simple and trouble-free.



New 24" TV—The Honduras. Huge 335 sq. in. aluminized picture tube. Heavy duty PM speaker. Ebony finish, only \$229.95*. Matching base extra.

†Now from Admiral engineers comes AUTOMATION, an exclusive new production technique that builds TV sets automatically. Chances for human error are eliminated, uniform quality assured... making possible super deluxe TV at lowest prices in history.

Your Home Deserves the Best...that's Always **Admiral**

*Prices slightly higher South and West. Subject to change without notice.

Served with Pride Everywhere
...puts your Manhattans on the map!



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TAVERN**
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INHERENT
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Chanteclair in Petal Pink . . . long-wearing Tufton—the superior carpet rayon. Permalok processed for extra strength, Resistsoil protected against soiling. 9', 12', 15' widths. 13 lovely colors.

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Counterpoint—in Indian Maize . . . all-wool quality at dollars less a yard. Permalok processed for extra strength. 9', 12', 15' widths. 6 modern color tones.

Your choice in a beautiful 9' x 12' for less than \$114—Budget terms, too.



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LETTERS TO THE EDITORS

THE 'GUARANTEED WAGE'

Sirs:

Your editorial, "Reuther's 'Guaranteed Wage'" (LIFE, Feb. 14), missed an important point—maybe the point. It is not a question of whether industry can stand the stress of GAW. Industry can, by raising the prices of its products. The question is: Can the American economy or the American people stand it?

J. E. SCHMIDT, M.D.

Charlestown, Ind.

Sirs:

These demands for which labor is constantly pressing are not designed to insure idleness but are meant to stimulate management to better planning to abolish idleness. For management to say that this can't be done is an unhappy reminder of the old steel philosophy that you couldn't operate profitably without a 12-hour day. . . .

DAVID M. FIGART

Briarcliff Manor, N.Y.

SPEAKING OF PICTURES

Sirs:

In regard to the photographs of Lincoln appearing in Speaking of Pictures (LIFE, Feb. 14), you may be interested to know that there were eight photographs of Lincoln taken by Brady for my grandfather, Frank B. Carpenter, on Feb. 9, 1864, all of which show Lincoln with his hair parted on the right side of his head. Included in this group is the one that appears on the five dollar bill. His son, Robert Todd Lincoln, thought this was the best of all likenesses taken of him. These and the Wendroth & Taylor photograph you showed are the only pictures ever taken of Lincoln with his hair parted on the right side. On the back of a Brady photograph in my possession my grandfather has written:

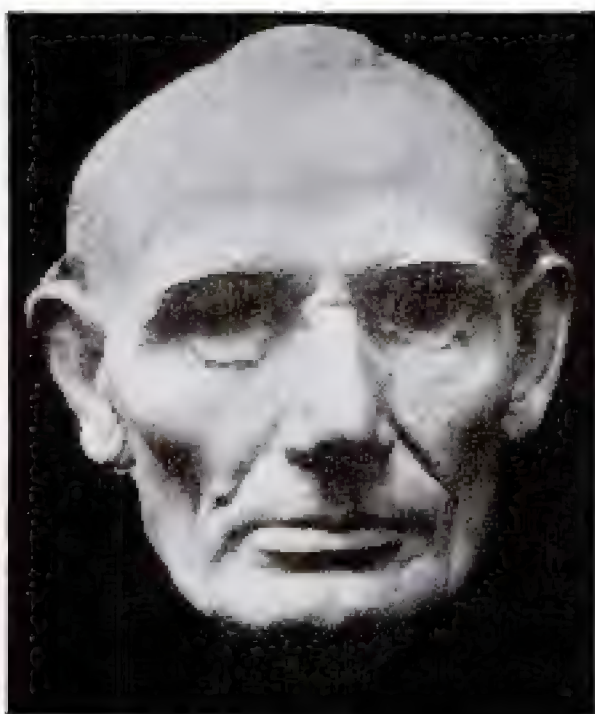
"From a negative made in 1864, by A. Berger, partner of M. B. Brady, at Brady Gallery. . . . His barber by mistake this day, for some unaccountable reason, parted the hair on the President's right side, instead of on his left."

EMERSON CARPENTER IVES

Pawling, N.Y.

Sirs:

Included among your Lincoln photographs was one described as "taken in 1860 for the sculptor, Leonard Volk, who made a bust of Lincoln using this photograph as his model."



LINCOLN LIFE MASK

Unquestionably, photographs were helpful to my grandfather, Leonard Wells Volk, but Abraham Lincoln at various times actually sat in a Chicago studio for the bust. He also

submitted with humor and sportsmanship to the ordeal of having plaster poured on his face in the making of the mold for the now famous life mask.

MARION VOLK BRIDGE

Batavia, N.Y.

IS THIS PRINCESS ALIVE?

Sirs:

In the article "Is This Princess Alive?" (LIFE, Feb. 14), the statement regarding the fate of the Russian imperial family is incomplete and consequently liable to create an erroneous impression.

In August 1917, concerned with the safety of the imperial family, I, as the head of the Provisional Government, decided to move them together with their retinue to Tobolsk in the Ural area. This decision was taken after the British Government refused to grant sanctuary to the imperial family.

In 1918, after the Provisional Government ceased to exist and the Bolsheviks were in power, the imperial family was transferred to Ekaterinburg. There, on July 17, the czar himself and his entire family were wantonly murdered on Lenin's orders.

ALEXANDER KERENSKY

New York, N.Y.

Sirs:

One may question your statement that "most authorities . . . are convinced that she is indeed the Grand Duchess Anastasia." None of the surviving members of the Romanov family today recognize her as a real daughter of the czar. It is true that Grand Duke Andrew and Grand Duchess Olga, sister of the late czar, in the late 1920s thought she was the real grand duchess but later after a more careful investigation refused to recognize her.

. . . There was never a "czar's fortune" anywhere in Europe. At the outbreak of World War I in 1914, Emperor Nicholas II transferred all his personal funds from foreign banks toward purchase of ammunition placed abroad. To claim there "were contenders for the spoils" which never existed is absurd.

ALEXANDRE TARSAIDZE

Russian Nobility Association
in America, Inc.
New York, N.Y.

● It is unlikely that all authorities will ever agree on the identity of Anastasia. The changing and conflicting opinions of members of the Romanov family only add to the confusion. But an imposing array of historians, scholars, physicians, lawyers and Russian nobility have gone exhaustively into the tangled facts and the weight of their judgments is that "Mrs. Anderson" is Anastasia. Until a legally approved heir comes into a court, the existence of a "czar's fortune" will never be established.—ED.

Sirs:

I am lost in admiration of your coverage of the Anastasia story. It seems as if nothing is too difficult for LIFE to accomplish.

I have only one complaint. Whereas it is true that I have been involved in the writing and rewriting of *Anastasia*, the original author is Mme. Marcelle-Maurette, a writer of distinction and authoress, among other things, of a charming play called *Niege*



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it isn't a LOTOP*



The LOTOP, S-1495;
black calf; hand sewn front.

Most Florsheim Styles
\$17⁹⁵ and higher



The Florsheim Shoe Company • Chicago 6 • Makers of fine shoes for men and women

LETTERS TO THE EDITORS

CONTINUED

that will reach the American stage at some future date.

GUY BOLTON

New York, N.Y.

Sirs:

Your very interesting article almost had me believing, especially when I compare the face of the bedridden Mrs. Anderson with one of my favorite photographs of the real grand duchess as she looked at 7 years of age.

BARBARA H. DYKE

Princeton, N.J.



ANASTASIA AT 7; MRS. ANDERSON

OFFICIAL DISPATCH

Sirs:

I immensely enjoyed "Official Dispatch" (LIFE, Feb. 14). Dong Kingman is the best U.S. ambassador of goodwill I can imagine, with his abundant sense of humor, his sincerity.

BARBARA P. TUCH

Chicago, Ill.

LOLLIE'S LEAPS

Sirs:

Don't blame Lollie ("Lollie's Lam-entable Leaps," LIFE, Feb. 14). The worst possible punishment that can be inflicted on a Brahman is solitary confinement. The Brahman is keenly adaptive to its environs, including in this case the desire and ability to escape the harassment of the dudes and dogs.

J. T. WHITE

President

American Brahman Breeders Assn.
Hearne, Texas

COMMON BONDS OF MAN

Sirs:

Let me say that I looked long at your selections from the photographic exhibit, "Common Bonds of Man" (LIFE, Feb. 14), and did so with enjoyment.

However, there was one picture which did not seem to live up to its ominous title, "Panic As Communists Approach Shanghai."

The subjects were panic-stricken, but not for their lives as the title would imply. The photo was earlier

CONTINUED ON PAGE 20

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what freedom! Not a seam,
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. . . and inside, cloud-soft
fabric for extra comfort.

3. C'est magnifique! A
new non-roll top you'll
adore. All this—for an
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The chic lines of Paris—in carefree American comfort—are *yours* with this newest Playtex Girdle! We call it High Style . . . you'll call it wonderful! World's *only* girdle to give you all three: miracle-slimming *latex* outside, cloud-soft *fabric* inside—and a new *non-roll* top. Trims you into the sleekest lines . . . leaves you delightfully free . . . *no matter what your size!* Washes in seconds—and you can practically watch it dry.

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in the photograph is wearing this exciting
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The remarkable Kirby
actually makes 78 different
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He has an exciting story
for you, about a bright
clean home without
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You'll be glad you did!



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Also made in and distributed throughout Canada
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LETTERS TO THE EDITORS

CONTINUED

described as "A Bank Run Which Be-
came a Riot" (LIFE, Oct. 13, 1952).

JACK D. KENNEDY

Omaha, Neb.

• It was the approach of the Commu-
nists which started the run on the
banks. The panicky crush at this
bank caused seven deaths.—ED.

Sirs:

Congratulations to LIFE and Wayne
Miller for the beautiful cover portrait!
I think the rest of the world should
see Americans as normal, happy peo-
ple.

DOROTHY MAY

Omaha, Neb.

OUT OF CONTROL

Sirs:

After looking at the pictures of the
wild run by Olympic ski prospect Jill
Kinmont that ended in tragedy ("In
Danger and out of Control," LIFE,
Feb. 14), I would like to know how
she is.

MARY RUTH GROSSKOPF

Indianapolis, Ind.

• Miss Kinmont's condition is
"poor." She will remain in the hos-
pital for at least six weeks.—ED.

PROPRIETORS OF THE HOUSE

Sirs:

How could any red-blooded Amer-
ican read of the lives of Speakers Sam
Rayburn and Joe Martin ("Proprie-
tors of the House," LIFE, Feb. 14)
and not believe in our way of life?

JOHN H. MCGINN

Detroit, Mich.

MENOTTI'S BEST

Sirs:

You have innocently misrepresent-
ed the David Poleri incident in your
coverage of *The Saint of Bleeker
Street* ("A Saint Sings in Menotti's
Best," LIFE, Feb. 14).

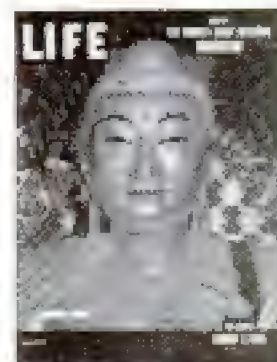
Mr. Poleri showed up at the thea-
ter with a doctor's recommendation
that he be given two weeks' rest. This
request was verbally granted by our
general manager and production stage
manager. In trying to remain non-
committal, we apparently created the
impression that Poleri had flown the
coop.

I am happy to say he is back per-
forming with us.

CHANDLER COWLES

New York, N.Y.

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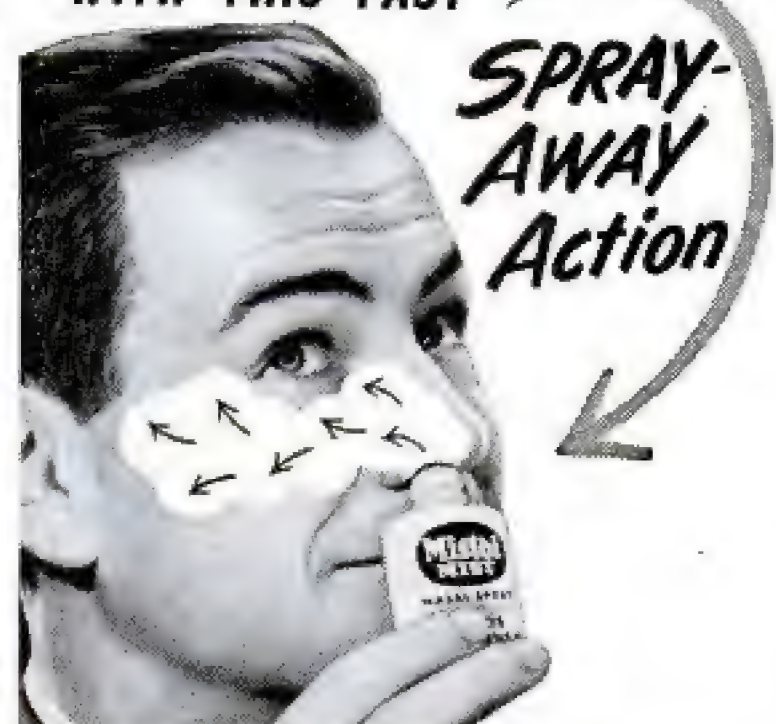
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palatable tablet. Unduplicated by products costing 3 times
as much. Sold by all good health stores. If not available
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Mo.
(See classified phone directory for health store)



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Shown here is the Buick SPECIAL Convertible, with a dazzling 188 hp V8 engine, and a price that puts this big beauty just a whisper away from senior models of the "low-price three."

It's got Glamor — and getaway plus

The first part you can judge by eye. Take in the sweep of line, the bold greeting of the Wide-Screen Grille, the smart rake of the rear light assembly—and you begin to see why Buick for '55 is far more than a modest success.

But the next part—the pulse-quickenning performance that is putting Buick way up to a new level of popularity—that's something you can judge only by what *you* feel at the wheel.

When we tell you that every 1955 Buick is boosted to the highest horsepower, Series for Series, in all Buick history, we're just giving you the facts from the record book.

And when we tell you that this rich and

spectacular horsepower is now coupled to a new kind of Dynaflow* that, for the first time, brings to the automobile the principle of the modern airplane's variable pitch propeller—we're still giving you the simple facts.

It's what this combination does for you—in getaway, in emergency acceleration, in gas-mileage betterment, and in the sheer thrill of driving—that no mere listing of facts can explain.

It's instantaneous response on getaway. It's absolute smoothness through every single speed range. It's far greater gas mileage in all normal cruising and driving. It's electrifying safety-surge for sudden acceleration to get out of a tight

spot on the highway. It's a supreme thrill, and a joy, and a blessing.

We'll be happy and proud to have you try a new Buick with Variable Pitch Dynaflow—and you'll be in for a wonderful new excitement. Come in this week.

*Dynaflow Drive is standard on Roadmaster, optional at extra cost on other Series.

MILTON BERLE STARS FOR BUICK

See the Buick-Berle Show Alternate Tuesday Evenings

TOPS IN COLOR—NO EXTRA COST
Every 1955 Buick Convertible is available in any one of the five different top colors shown.



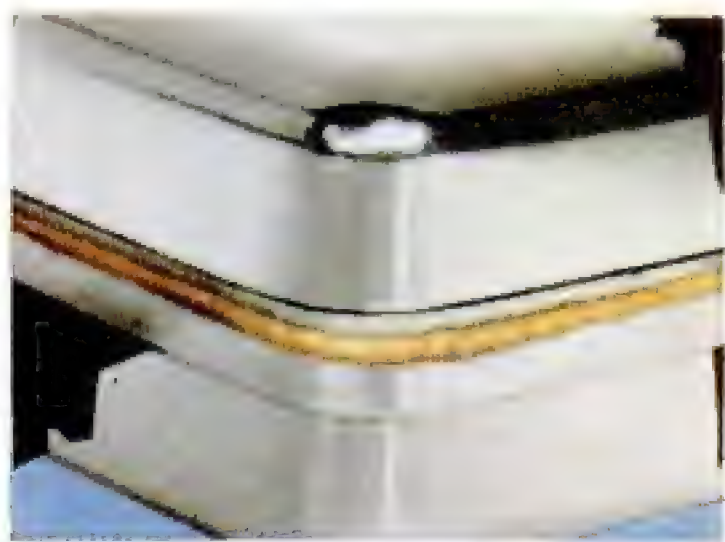
Thrill of the year is Buick

When better automobiles are built Buick will build them

SEE YOUR BUICK DEALER



You can almost see the flavor! That even gold-brown comes from plenty of good shortening . . . mixed all through the Bisquick. A sure sign of rich flavor.



Nothing skimpy about "Chiffon" Waffles! You'll see the top of your grill raise slightly as the chiffon cake texture starts to form inside these new waffles.



No wonder we call them "Chiffon" Waffles! Chiffon cake is the only thing we can think of to compare them with. Hot syrup and butter just melt right into that tender texture!

NEW! BISQUICK "CHIFFON" WAFFLES

2 eggs	2 tbsp. sugar
1 cup milk	¼ cup cooking (salad) oil
2½ cups Bisquick	or melted shortening

Beat eggs until soft peaks form. Gently stir in milk. Add Bisquick and sugar; mix just until thoroughly dampened. Fold in oil. Spoon batter onto hot waffle baker. Bake until golden brown. Serve with hot syrup. Makes 2 large or 8 individual waffles.



Hey, Neighbor, Bisquick's in Canada, Now!



Another Bisquick "Original" from Betty Crocker...

NEW Bisquick "Chiffon" Waffles!

"... And no wonder we call them CHIFFON WAFFLES! They're light and fine-textured like the nicest chiffon cake you ever ate. The millions of tiny egg-rich bubbles whipped into the batter give Chiffon Waffles a tenderness you almost wouldn't believe. And just see how easy they are to make . . . my recipe is right down there on the left.

"A whole new world of baking . . . in a box! Not just a handy mix but a whole wonderful way of baking almost anything you like. My directions for a dozen things are right on your package . . . but you'll have fun with new ideas of your own, too."

Betty Crocker
of General Mills

HOT SYRUP AND BUTTER SERVER SET

\$2.50 retail for only \$1.00
and Bisquick box top. Mail to:
Hot Syrup and Butter Set, Box
443, Minneapolis, Minn.





And Chiffon Waffles taste extra special with

Log Cabin Syrup's Real Maple Flavor!

Want real maple flavor all through your waffles? Pour on Log Cabin with a generous hand! See how these new chiffon waffles soak up its grand "sugar-bush" goodness.

Folks buy far more Log Cabin than any other maple-blended syrup. They just love its true maple taste—its tawny maple color. You see, Log Cabin is a special secret blending of sugar and maple sugar syrups. Mm-m-m—lick your fork and pour on more!

A Product of General Foods



THE PERFECT BLEND...AND REAL MAPLE SUGAR GIVES IT THAT REAL MAPLE FLAVOR

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because it's made with extra cream!



Spring's most refreshing ice cream!



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All aboard! All a-Borden's... Enjoy all of the fine Borden foods on Elsie's Good Food Line.

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NEOLITE Plug Heels for long, economical wear. Famous-for-comfort Goodyear rubber with NEOLITE plugs at points of greatest wear.

NEOLITE Soles take a beautiful finish. They're remarkably light and flexible... easy-going from the very first step. And that famous NEOLITE wear keeps your shoe bills 'way down.

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afire with a flash of
rhinestones in the season's
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'Q' COAT MAKES NEW G-E WHITE



THE "Q" COAT INSIDE A G-E WHITE BULB IS POWDER-LIKE SILICA, SPREAD OVER THE STANDARD INSIDE FROSTED FINISH TO GIVE NEAR-PERFECT LIGHT DIFFUSION.

BULB EASIER ON YOUR EYES

New bulb is bright all over, stays white for life

Softens shadows, reduces reflected glare, flatters rooms and furnishings.

See that white powder on the fingertip? It's a coating of silica—G-E "Q" coat—put on the inside surface of a General Electric White bulb to break up light from the filament so it's easier on your eyes.

Less harsh glare is reflected from glossy surfaces. Shadows are softer. Reading is more pleasant. All seeing tasks seem easier under the soft, even light.

And the "Q" coat keeps G-E White bulbs white. They stay bright all over, are more flattering to rooms and furnishings.

Before General Electric developed the "Q" coat, bulbs were just frosted on the inside (an earlier G-E development to reduce glare). With "Q" coat added, G-E White bulbs achieve near-perfect light diffusion.

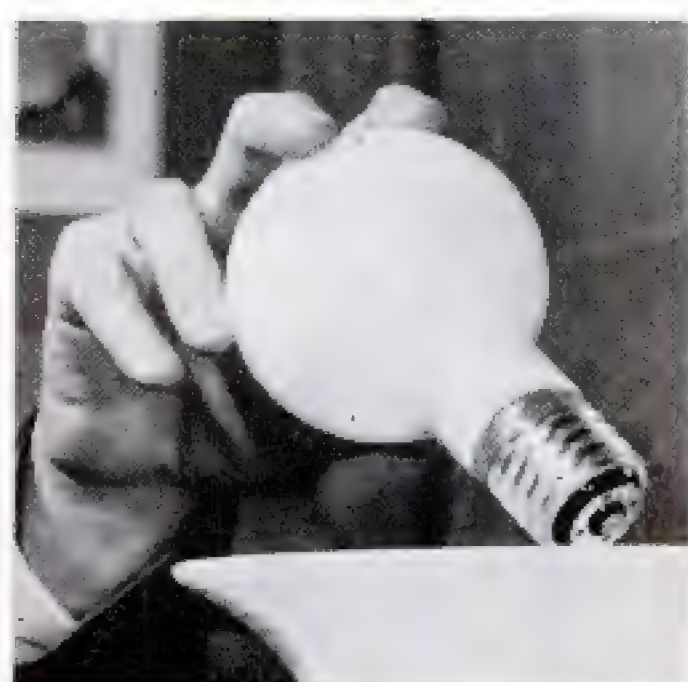
And now they come in four sizes—60-watt, 100-watt, and for indirect lighting the R-40 3-lite and the 100-200-300-watt 3-lite.



SEE THE DIFFERENCE between the 100-watt "Q" coated White bulb (left) and an ordinary bulb. The General Electric White bulb is evenly bright all over. There's no annoying glare spot to tire your eyes. 100-watt White 27¢



SOFTER SHADOWS cast by General Electric's new White bulbs are shown in these photos. Regular bulb (top) casts dark shadow. With G-E White bulb, shadow is hardly visible. 60-watt White 25¢



CHOICE OF LIGHTING LEVEL and "Q" coat, too, are features of General Electric's new 100-200-300-watt 3-lite bulb for floor or table lamp. Shadow-softening effect flatters rooms and furnishings 75¢



CLEAN, WHITE APPEARANCE of General Electric's R-40 3-lite bulb with "Q" coat makes indirect lighting even more pleasant. A flick of the switch gives you 50, 100 or 150 watts \$1.19



GET GENERAL ELECTRIC "Q" coated White bulbs in the handy 4-bulb package. Easy to buy, carry and store.
Four 60-watt bulbs \$1.00
Four 100-watt bulbs \$1.08

Progress Is Our Most Important Product

GENERAL  ELECTRIC



HURLING SKYWARD, the IBV lifts clear of the jet-propelled launching sled which in five seconds has reached a speed of 530 mph. Dust boils behind the

IBV's primary 60,000-pound-thrust rocket motor and the booster rockets under each wing. The boosters are dropped at 38,000 feet, after burning 37 seconds.

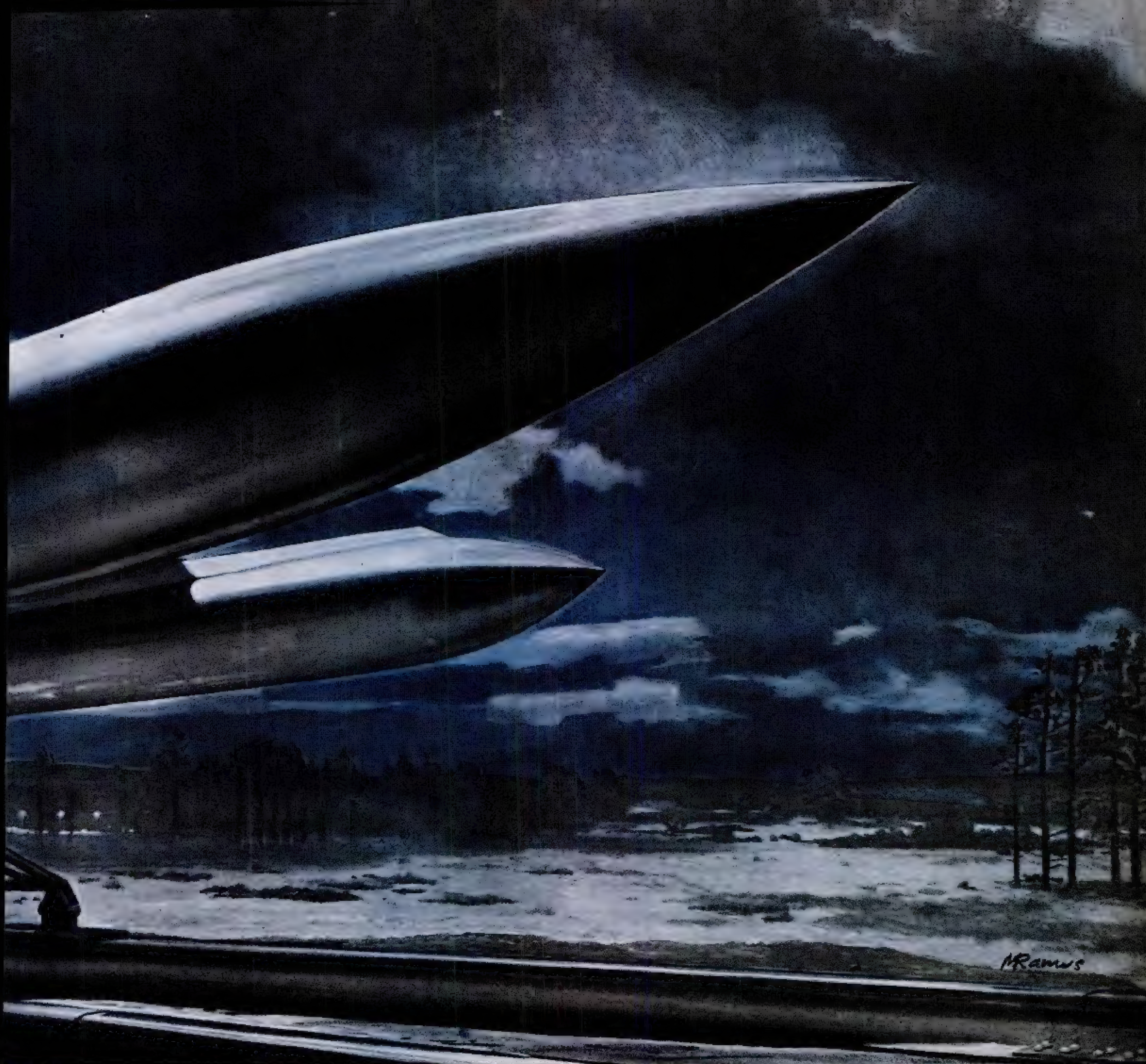
FROM CONTINENT TO CONTINENT

As U.S. reveals intercontinental missile program, weapons experts describe rocket Russians may have

In Washington last week the Air Force dramatically revealed that it had begun work on an intercontinental ballistic missile called Atlas. At the same time Senator Stuart Symington, former Air Force Secretary, warned that Russia may be ahead of the U.S. in missile work.

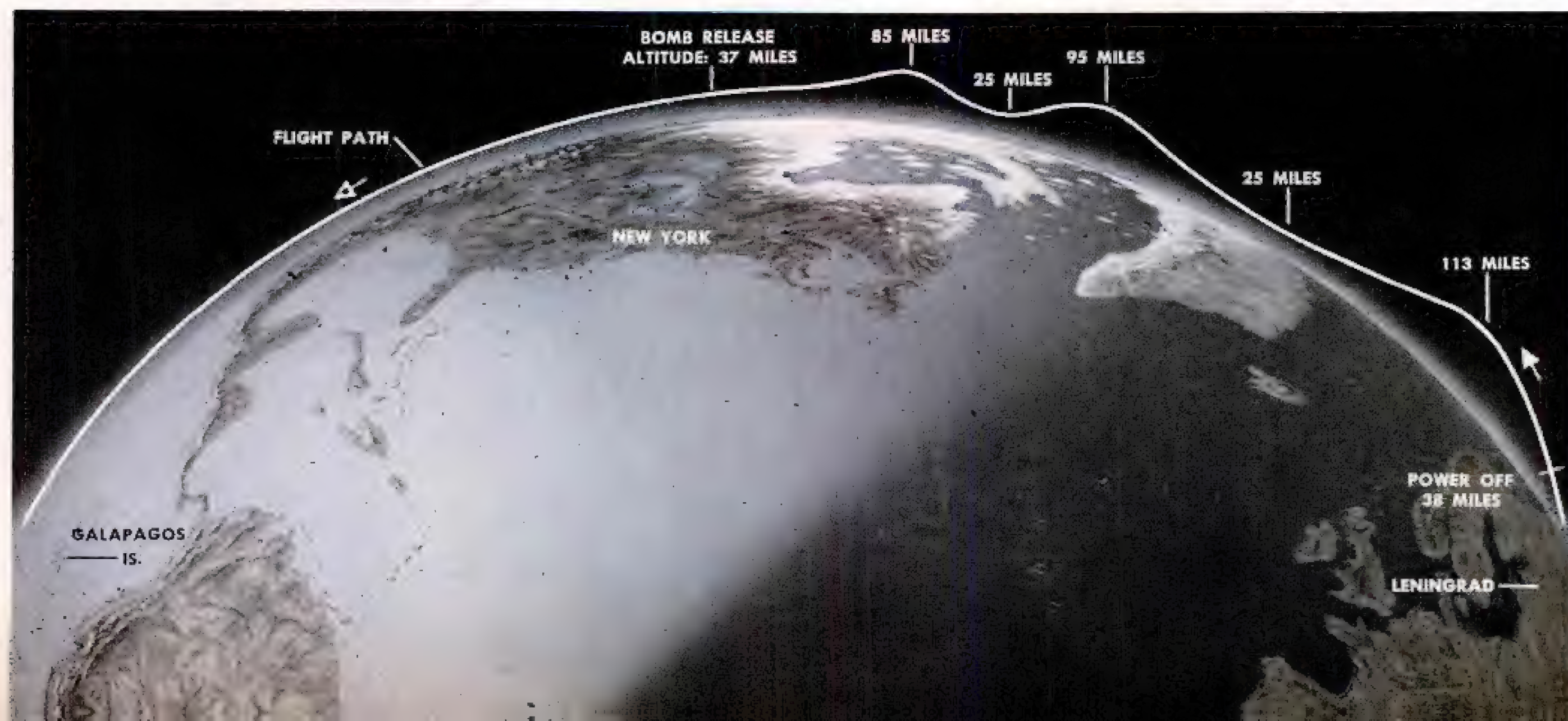
While exact information on Russian progress is nonexistent, they may now be perfecting something like the craft shown above which is called an intercontinental ballistic vehicle—rather than a missile—because it carries a pilot. This rocket was designed privately by U.S. weapons experts John Earley and Garrett Underhill from information Russia is known to have. It follows the line of development Russia is believed to have taken.

Weapons men have sought to perfect an intercontinental missile since World War II. But they have not known how to achieve such great range or how to guide missile to target. The IBV solves both problems. To get vast range, it employs wings and a revolutionary but untried technique (*right*) which the U.S. and Russia have known about for years. A pilot gives the IBV the lightest, best guidance system yet found. Leaving Leningrad on a theoretical flight, the IBV could reach a top speed of 10,600 mph, bomb New York and land safely in the Pacific in only 89 minutes. As told on the next pages, development of such a rocket and its skip-flight technique has been a Kremlin aim for nearly a decade.



UNDULATING GLIDE PATH shown below, with vertical scale exaggerated for clarity, reveals skip-flight which lets IBV travel 7,150 miles from Russia to New

York target and on to the Pacific for recovery by a submarine. Aloft, IBV glides unpowered from thin upper atmosphere down to denser air, bounces up from it.





THE IBV'S INTERIOR is largely filled with kerosene-gasoline mixture which rocket motor burns in presence of hydrogen peroxide. Pilot directs the vehicle's

gliding with tail controls and small rockets in hull. The 66-foot-long IBV weighs about three tons empty, 25 tons loaded with fuel and a Nagasaki-strength A-bomb.

ROCKET IS BASED ON A GERMAN PLAN WHICH GOT STALIN EXCITED

Digging through the smoking ruins of Nazi Germany in 1945, both the Russian and American armies uncovered copies of a startling report. It had been prepared for the German Air Ministry by Aeronautical Engineer Eugen Sänger and Physicist Irene Bredt at a top secret research center headed by Dr. Sänger at Trauen, in north Germany. The report was nothing less than the prospectus for a piloted, winged rocket with a maximum range of 12,000 miles at altitudes up to 90 miles. The secret of the rocket's enormous range, involving only four to eight minutes of powered flight, was the Sänger-Bredt theory of skip-flight, detailed in the report.

Basically, the theory is as simple as a stone skipping over the surface of a pond. The rocket's initial thrust carries it high into the thin upper atmosphere. Finally it loses its momentum and starts to fall. As it reaches lower altitudes the denser air there gives lift to the rocket's wings and sends it sailing aloft again. Each such massive skip carries the rocket hundreds of miles.

The revolutionary report reached the Nazis too late to be of any help. But its importance was recognized instantly by the Russians who found it. One was an engineer named Grigori Tokaev. His comments on the report eventually reached the ear of Josef Stalin himself and in 1947 Tokaev was hurried to the Kremlin for conferences with Stalin. Among the others present were Malenkov and Molotov.

Later, Tokaev, who eventually defected to the West and now lives in England, quoted

Stalin as saying that Russia needs "Sänger planes, and their construction should be our immediate objective. . . . Tokaev, we wish you to exploit Sänger's ideas in every way. . . . We must get him. He must volunteer to come



SKIP-FLIGHT PROPONENTS Irene Sänger-Bredt and Eugen Sänger tell of new ideas in Stuttgart.

to Moscow. If necessary, he must be made to volunteer."

To find and get Sänger, Tokaev was put on a special committee which included Stalin's son Vasily and an MVD officer named Ivan

Serov, who now heads Russia's secret police. Back in Berlin began a comic-opera series of alarms and excursions aimed at making contact with Sänger, who was then living quietly in Paris and working for the French government. Tokaev and his associates distrusted each other, sent bitter reports back to Moscow, and never got to Sänger.

Today Sänger and Irene Bredt, who is now his wife, live in Stuttgart, where they have founded the Institute for Jet-Propulsion Research. They are pondering ways to use the energy in light to power a rocket.

Neither the Sängers nor anyone else this side of the iron curtain knows what the Russians have accomplished with the Sänger rocket since 1947. But it is true that in perfecting both the atomic and hydrogen bombs the Russians far outperformed U.S. intelligence estimates of their technological prowess.

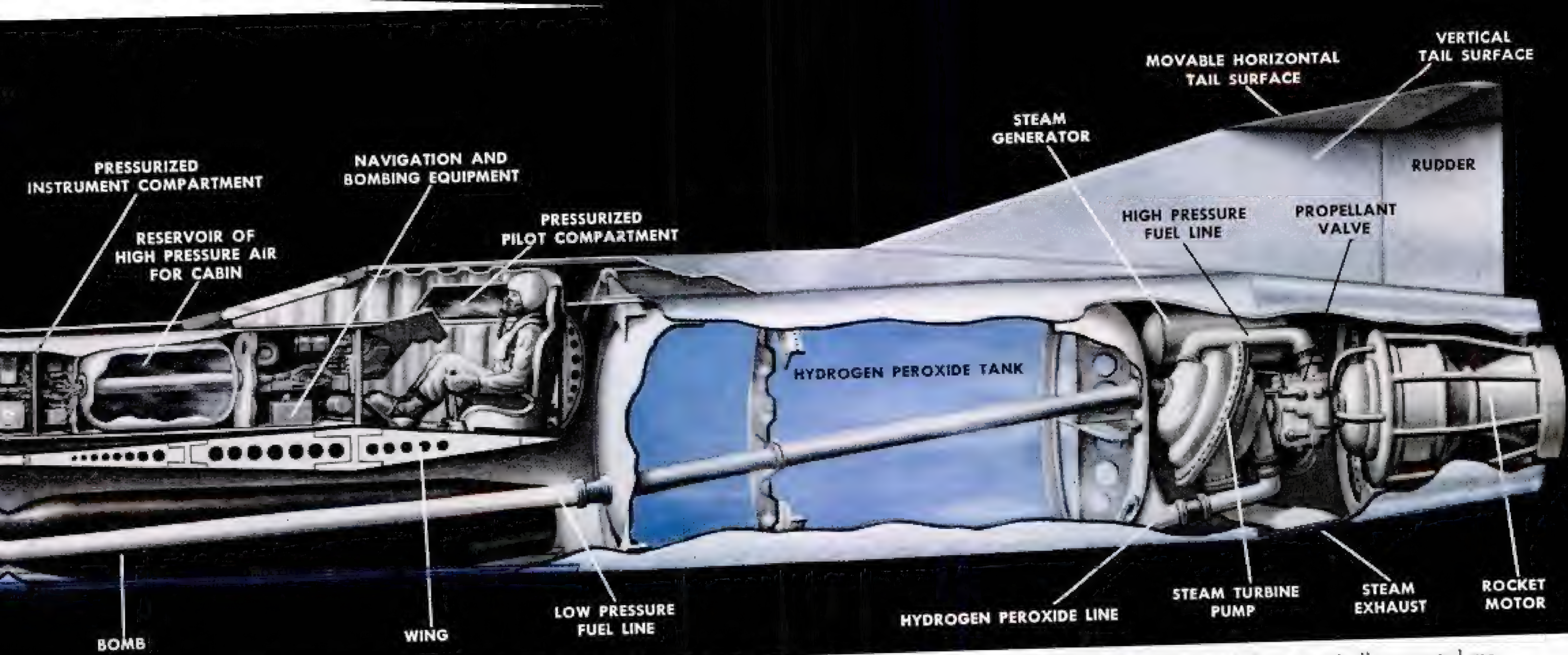
With the statements from Washington last week it became clear that three intercontinental missiles are being developed: Convair's Atlas, North American Aviation's Navaho and Northrop's Snark. Progress is shrouded in secrecy, but the Sänger-Bredt report and the concept of a piloted intercontinent rocket seem to have been ignored in official circles. Earley, a rocket design engineer, and Underhill, a former Army officer who is an expert on Russian weapons, guess that the U.S., by undertaking a crash program, could develop the IBV in three years, for about \$23 million. The U.S., they feel, can easily afford to risk the money, but it cannot afford to lose a moment's time.



SÄNGER RAM JET, a pioneering achievement, was designed in 1941. A piece of water pipe mounted atop truck at Trauen research center, it burned gasoline.

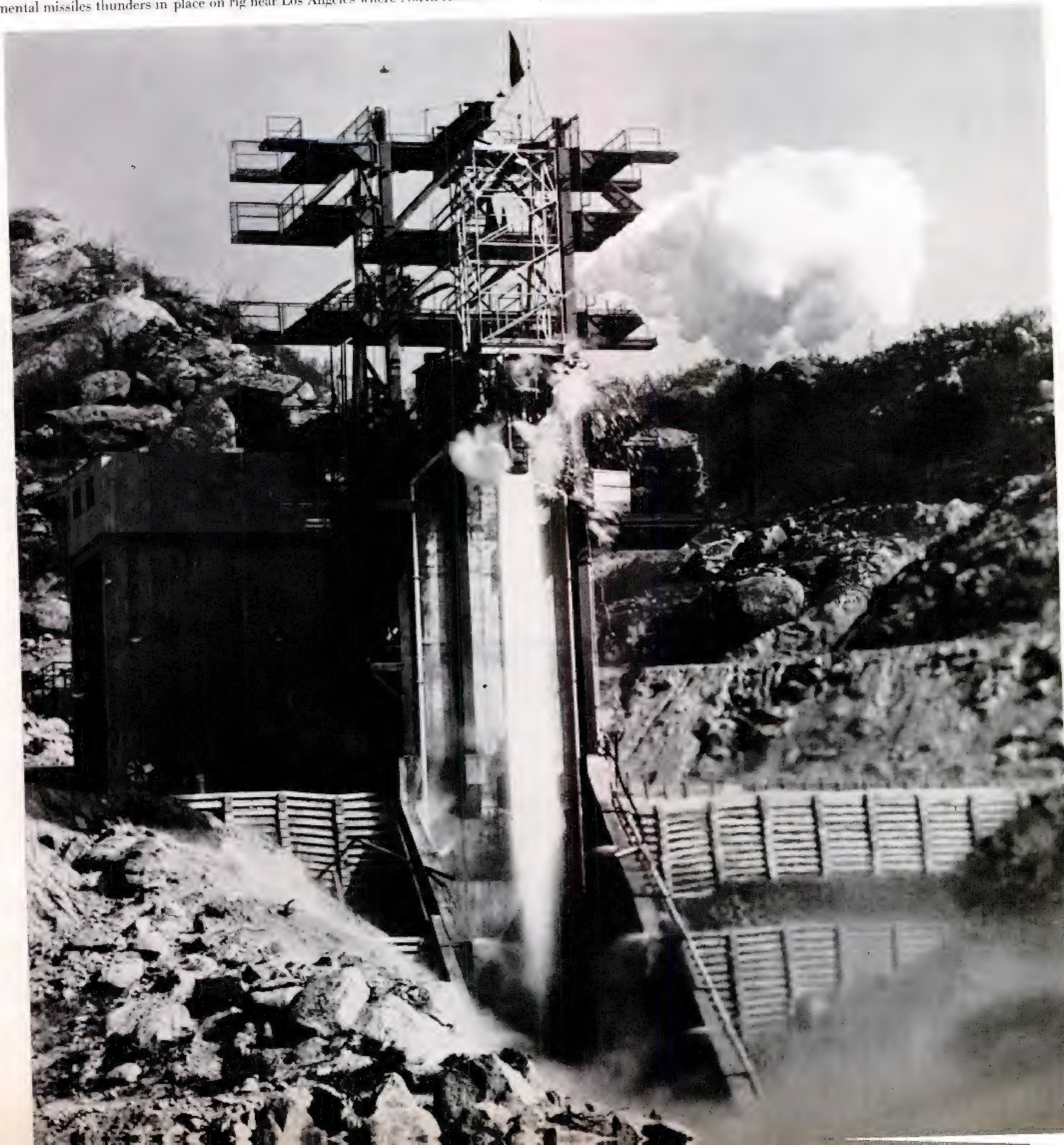


AIRBORNE TEST of Sänger ram jet occurred in June 1942 with tube mounted above a Dornier 17Z bomber. The jet added about 20 mph to the plane's speed.



POWERFUL U.S. MOTOR (below) of type which may be used in intercontinental missiles thunders in place on rig near Los Angeles where North American

Aviation tests thrust, efficiency. From bottom of short, vertically mounted motor, it shoots column of fiery exhaust while excess liquid oxygen billows off above.





AS PART OF CLEAN-UP FOR CONFERENCE, A DDT-SPRAYER SQUIRTED BANGKOK AGAINST MOSQUITOS

SEATO TAKES ITS FIRST STEP

In Bangkok a young alliance organizes against Red aggression

With a spurt of efficiency and enthusiasm, the easygoing Thais cleaned up their capital of Bangkok and turned out its citizens to welcome the first council meeting of the Southeast Asia Collective Defense Treaty Organization (SEATO) since it was formed last fall. When they arrived for three days of sessions, delegates from the eight SEATO powers efficiently got their business done.

They agreed on common action against Red subversion, especially in the free part of Indochina. After U.S. Secretary of State Dulles promised that the U.S. would back SEATO with its entire Far Eastern military might, the

conferees set up a permanent headquarters and military staff in Bangkok. For the distant future Dulles proposed including South Korea, Japan and Formosa in SEATO and found less opposition than he expected.

The shadow of Anglo-American dissent over Quemoy and Matsu overhung the conference, and private talks between Dulles and Sir Anthony Eden did not dispel it. Though some too expectant observers complained that SEATO had been given neither funds nor troops, most were satisfied with the progress made. Dulles could say of the Bangkok session, "The way of the aggressor has been made harder."



BEARING SIGNS IN ENGLISH AND THAI, BANGKOK



PLANS FOR SECURITY are gone over by Thai police boss Phao Sriyanond (left) and an associate.



IN 100° HEAT U.S. newsman Jim Roper shades head with paper while waiting for Dulles at airport.



GARLAND FOR DULLES was draped on him at airport welcome. Here he makes statement for press.



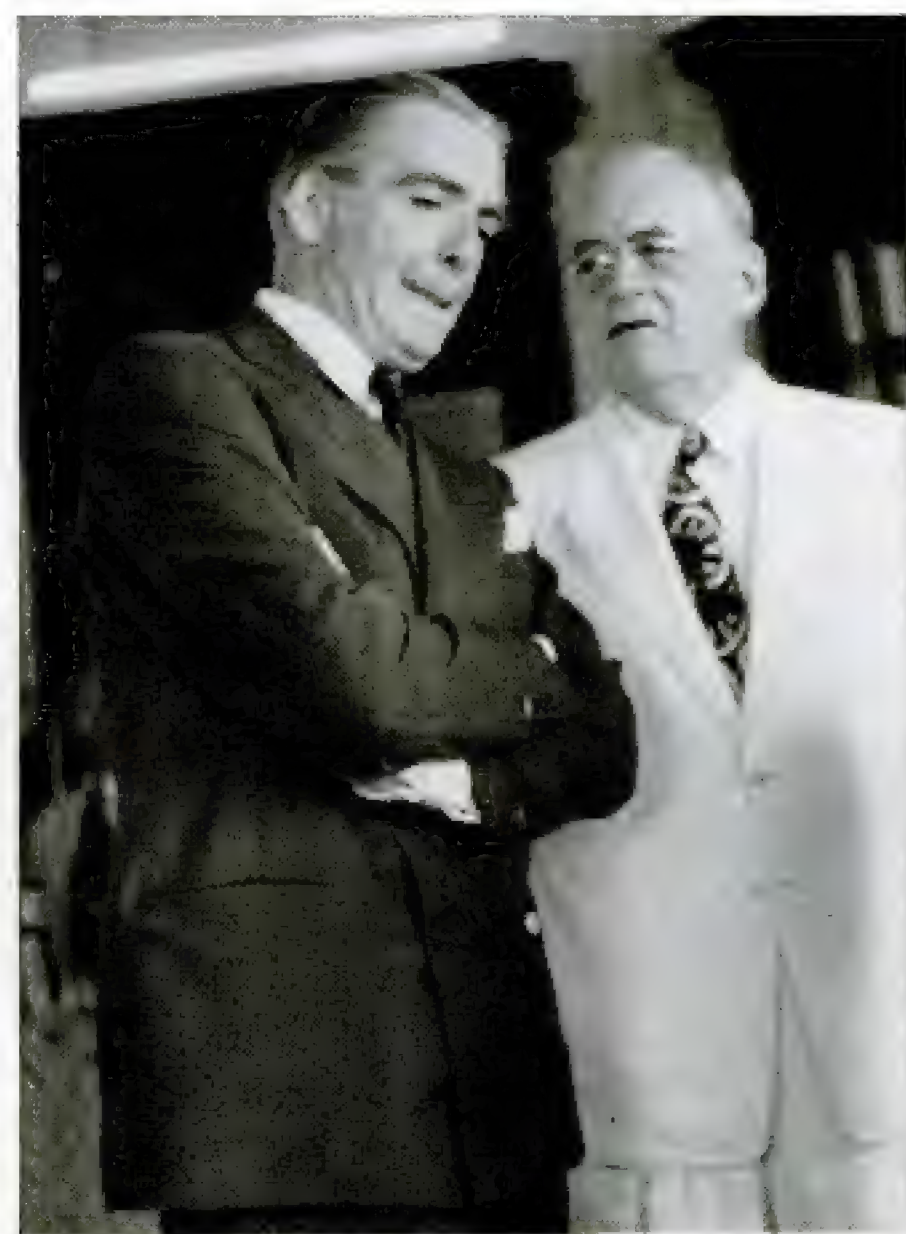
SCHOOL GIRLS WAIT BEFORE ANANDA SMAKOM PALACE TO HAIL DELEGATES. MAN OUT FRONT WITH LOUDSPEAKER ACTS AS AN M.C. TO WHIP UP APPLAUSE



GARLAND FOR EDEN was presented at airport though the British foreign minister landed at night.



COMFORTABLE FILIPINO, Foreign Secretary Garcia, came to the meetings in light native shirt.



THE BIG TWO, Eden and Dulles, talk over plans just before the sessions got under way (next page).



IN THE THRONE ROOM of Ananda Smakom Palace, the eight-nation SEATO council is welcomed by Thai Premier Phibun Songgram, standing before king's throne. Coats were quickly shed by many delegates, including Eden (*lower right*) and Dulles (*center, right*) when the conference chairman invited them to do so.

FROM BEHIND THRONE, in photograph taken through drapes at rear of the picture above, Thai King Phumiphon Adundet's White Umbrella of State towers over the marble-and-gold council room, above the royal throne. King's umbrella has nine tiers, while the flanking seven-tiered ones are emblems of lesser royalty.





COVERING ESCAPE ROUTES, police reinforcements deploy around target building. A detective (*left*) waits at a window behind Robles flat in case the fugitive attempts to flee down rear fire escape. Uniformed officer (*right*) looks down from rooftop of nearby building, guarding windows and rear courtyard.



ORDERLY ONLOOKERS ARE KEPT AT A DISTANCE ON EAST 114TH STREET, TWO



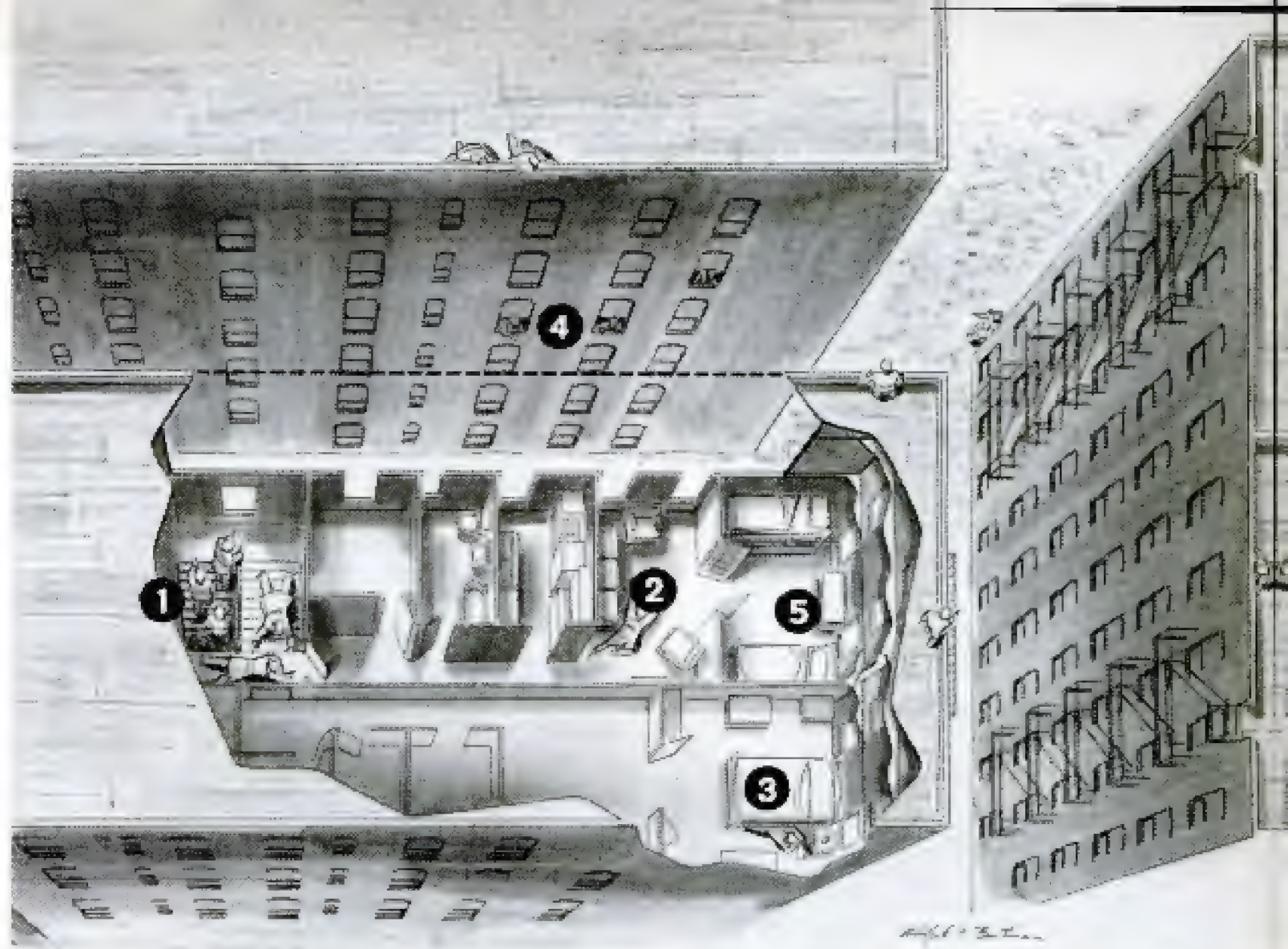
BLOODY FINALE took place in bedroom of partially burned flat. Fire Chief Peter Loftus, who directed fire fighting, looks at corpse of bespectacled Robles.

← **WHILE NEIGHBORS GAPE**, SERGEANT DIRECTS HIS MEN TO CALL FIREMEN

CIRCUS OF DEATH

Police kill a desperado — and the crowd goes wild

It was a carnival of violence, horror and death—and it was attended by an appreciative audience. On a springlike Sunday afternoon in New York's east Harlem a police task force staged a mass assault against a psychopathic desperado named August Robles, who two days before had disarmed three cops and shot his way out of a police trap. Robles had barricaded himself in a third-floor flat and during the two-hour battle, gunfire and the sirens of police cars, ambulances and fire trucks (a tear gas grenade started a fire in the flat) drew thousands of onlookers. They jammed into windows and onto rooftops, and strained at police lines in the streets, cheering and jeering after each burst of shots. Two detectives were wounded by Robles, but the police got their quarry. The carnival ended when the gunman's corpse was trundled out in a canvas sack. And in the days that followed, youngsters in the neighborhood played out the death scene with shouts of "Come and get me! I'm Augie Robles!"



AS BATTLE STARTED detectives took positions shown in cutaway drawing. Two were wounded (1) by Robles (2) when the door was forced. During the siege woman hid under her bed in adjoining flat (3). One group of detectives (4) traded bullets with Robles until fire drove him to bedroom (5), where he was shot.



BLOCKS FROM 112TH STREET BATTLEGROUND. MANY MORE POLICE WERE NEEDED TO HOLD CROWDS OUT OF BULLET RANGE THAN TO GO AFTER ROBLES

HYSTERICAL CROWD BREAKS THROUGH POLICE BARRIERS ON EAST 112TH STREET, TRIES TO ENTER THE BUILDING WHEN WORD SPREADS THAT ROBLES IS DEAD





BIKINIED LYN stands on the diving board at a pool in New York. She is 21.

COVER of *Collier's* had a girl diver carrying a spear and wearing a belt knife.



TROUBLE OVER TORSOS

Did the wrong figure go to Jane Russell's head?

To publicize a soggy saga of skin-diving called *Underwater*, RKO has run hundreds of newspaper and magazine ads in which the movie's heroine, Jane Russell, paddles invitingly toward the viewer. Last week a New York model named Lyn Jones protested that the Russell in some ads was Jane only from the neck north. The rest was Lyn Jones.

Filing suit against RKO for \$100,000 worth of mental anguish, Miss

LET THE READER BE THE JUDGE:



JANE, UNDERWATER, peers through face plate of Aqua-Lung and glides toward camera during filming of movie. Miss Russell refuses to comment on controversy.



ALICE UPSIDE DOWN assumes cover pose. Miss Olsen sprawled on two saw-horses, carrying spear and wearing flippers, while a photographer took this picture.



RASH ACT found Lyn almost nude amidst poison ivy for *True Confessions*.

AN AD for RKO showed Jane Russell minus spear but wearing knife at belt.

Jones explained that she had posed for an artist who was doing an underwater cover for *Collier's*. For its ads RKO, said Lyn angrily, had borrowed the cover and substituted Jane Russell's face for hers.

The situation quickly proved even more complex than that. *Collier's* editors said they had rejected the drawings and sent them to a Chicago artist, who hired a new model, Alice Olsen, and turned out the cover finally

used. The unresolved questions last week were 1) whether the figure on the cover was Miss Jones or Miss Olsen, and 2) whether the body in the ads belonged to Miss Jones, Miss Olsen or even Jane Russell herself. Lyn Jones had other problems. She is also jousting with *True Confessions* magazine over an illustration (above, right) for which she posed nearly nude amid greenery which included poison ivy. As a result, she could not work for four weeks.

WHICH IS THE GIRL IN THE AD?



INVERTED PICTURE of Alice Olsen gave Chicago Artist Bill Baker model for his version of cover. Baker says he did not use drawings of Lyn sent from New York.



LYN, UNDERWATER in pool, demonstrates skin-diving technique she displayed for cover. Miss Jones's actual posing was done on table in photographer's studio.



LIPPMANN

Walter Lippmann's new book, *The Public Philosophy*, is the answer to his own 17-year quest for what really ails the Western democracies, whom he describes as "sick with some kind of incapacity to cope with reality, to govern their affairs, to defend their vital interests, and, it might be, to insure their survival." A short summary of his prescription for this ailment (as suggested here last week) is as follows: democrats should stop thinking that "what is right and what is wrong can be determined by their votes"; they should realize that the old idea of a natural order of right and wrong "is not mere moonshine and cobwebs." The healthiest political ideas, according to Lippmann, are those that "have the title of being right which binds men's consciences. Then they possess, as the

Confucian doctrine has it, 'the mandate of heaven.' "

As every Lippmann reader knows, nothing is harder than to be sure of the application of moral right and wrong in workaday politics; for honest men can "draw irreconcilably different practical conclusions from the same general principles." But when democrats, because of this difficulty, ignore or dismiss the idea of right and wrong altogether, then democracy is really on the skids. So we have to keep trying, says Lippmann.

From the week's flux of problems, we here select two tough ones in which right and wrong have a tolerably clear application. This being a democracy, it's largely up to the public whether or not they get decided on that basis.

\$20 FOR EACH AND EVERY ONE



EISENHOWER

The President got indignant at his press conference last week (*see cut*). His indignation was obviously sincere. Can it also be termed "righteous"?

He was indignant because the Democrats want to upset his budget by cutting \$20 per capita off the income tax for the next fiscal year. On an annual basis this would make the deficit \$2,300,000,000 bigger than it will be. The President called this the height of "fiscal irresponsibility." The Democrats don't deny they are playing politics with taxes. They say instead that the Republicans would do it if they didn't, that the budget won't be balanced in any case, and that that noise is "a wounded elephant groan, not to be confused with the death rattle of the republic."

It's true, of course, that fiscal morality is harder to identify nowadays than when its sign was an annually balanced budget. Modern fiscal practice has to

take account of other things as well, notably employment and the economic effect of the tax level. But there is still a way to tell a moral fiscal policy from the other kind. Its sign is a stable dollar. After a dozen years or more of actual or incipient inflation, the purchasing power of the dollar has remained stable since Eisenhower and Humphrey took over. Their 1955-56 budget, despite its intended deficit, is carefully designed to maintain this purchasing power. It is a *moral* budget. To upset this administration's revenue expectations by \$2.3 billion a year, without bothering to show comparable savings and without giving any good economic reason save the desire to buy votes, is immoral, cynical and symptomatic of the disease that threatens democracy.

You're damn right, the President's indignation is righteous.

'DO NOT DO UNTO OTHERS . . .'



CHIANG KAI-SHEK

The rights and wrongs of the Formosa question are obscured by the prudential question of how to avoid war. But that is no reason for pretending that the question has no right or wrong. Ever since the days of the Big Three, U.S. foreign policy has grown subtly immoral in one respect: it tends to weigh the claims of other nations in the scale of their apparent power instead of their undoubted rights.

Alongside Red China, Formosa looks like small potatoes. Its leader, however, partly for that very reason, is acutely conscious of international justice. Last month in Taipei he had a few words to say about that neglected subject that ought to be heard in Washington, London and other centers of power, as well as in the U.N. Said Chiang Kai-shek:

"Even if an agreement could be reached for a ceasefire, it would only bear resemblance to the ones concluded for Korea and Indochina, in which the injured party would be forced to recognize the *fait accompli* of the aggressors. If this should be the case, where are the dignity, authority and righteousness of the United Nations? . . . In the end, it will encourage . . . aggression on a larger scale and create far more

serious *faits accomplis* to force recognition from the United Nations. . . .

"I wish to declare most solemnly to the whole world: The United Nations Charter has expressly laid down the injunction against any Member State encroaching upon the territorial integrity and political independence of another. . . . I would like to ask [the appeasing nations] whether, if unhappily Soviet Russia should invade their countries and install Quisling regimes on their soil, they would still be prepared to swallow the reality of having their countries cut into halves. 'Do not do unto others what you do not want done unto yourself,' taught Confucius. This is a principle of behavior not only between man and man, but also between country and country."

Interesting to find Confucius quoted by Chiang Kai-shek and Walter Lippmann the same week. But great rules of right and wrong, like his, seem to keep recurring not only in all nations but all centuries. Call them "the mandate of heaven," or natural law, or simple justice, or what you like—they are meant to be discerned among the problems of men, and when possible followed.



Campbell Asparagus

How we capture the transient flavor of a plant-world prima donna

Here you see asparagus just as it pops out of the ground early in the spring. When you taste it fresh from the garden, you know why it's been considered a delicacy since before 287 B.C.

But getting the garden-fresh flavor of asparagus into soup is no easy job. For asparagus is a plant-world prima donna. The flavor starts to fade a little the minute you break the stalk. It fades faster when you start to prepare the soup, so prompt handling and rapid preparation are necessary if you hope to preserve the flavor.

Here's how we capture this delicate, transient flavor for Campbell's Cream of Asparagus Soup. We begin by using asparagus delivered fresh to our kitchens from nearby fields. Next,

we prepare this garden-fresh asparagus with dispatch and care that you could hardly match in your kitchen. It is cooked exactly the right length of time and not a tick longer. In less than an hour, the finished soup is in the cans.

So, very often, Campbell Asparagus begins the day in the garden and ends the same day in a can of Campbell's Cream of Asparagus Soup. This is an awfully good place for it to end, as we think anyone who's tasted the soup will agree.

The extra care that Campbell takes, even with little things like this, is one of the big reasons why everything Campbell makes always tastes so good. As Campbell puts it:

"To make the best, begin with the best—then cook with extra care."

*"We blend the best with careful pains
In skillful combination,
And every single can contains
Our business reputation."*



Campbell's

*Soups • Tomato Juice • Tomato Ketchup
Pork & Beans • V-8 Cocktail Vegetable Juices
Franco-American Products*



COCONUT CREAM



BUTTERSCOTCH

Now! Perfect Pies in half the time.



LEMON





CHOCOLATE

Jell-O is a registered trade-mark of General Foods Corp. Copr. 1955, General Foods Corp.

with Jell-O Puddings and Pie Fillings

VANILLA



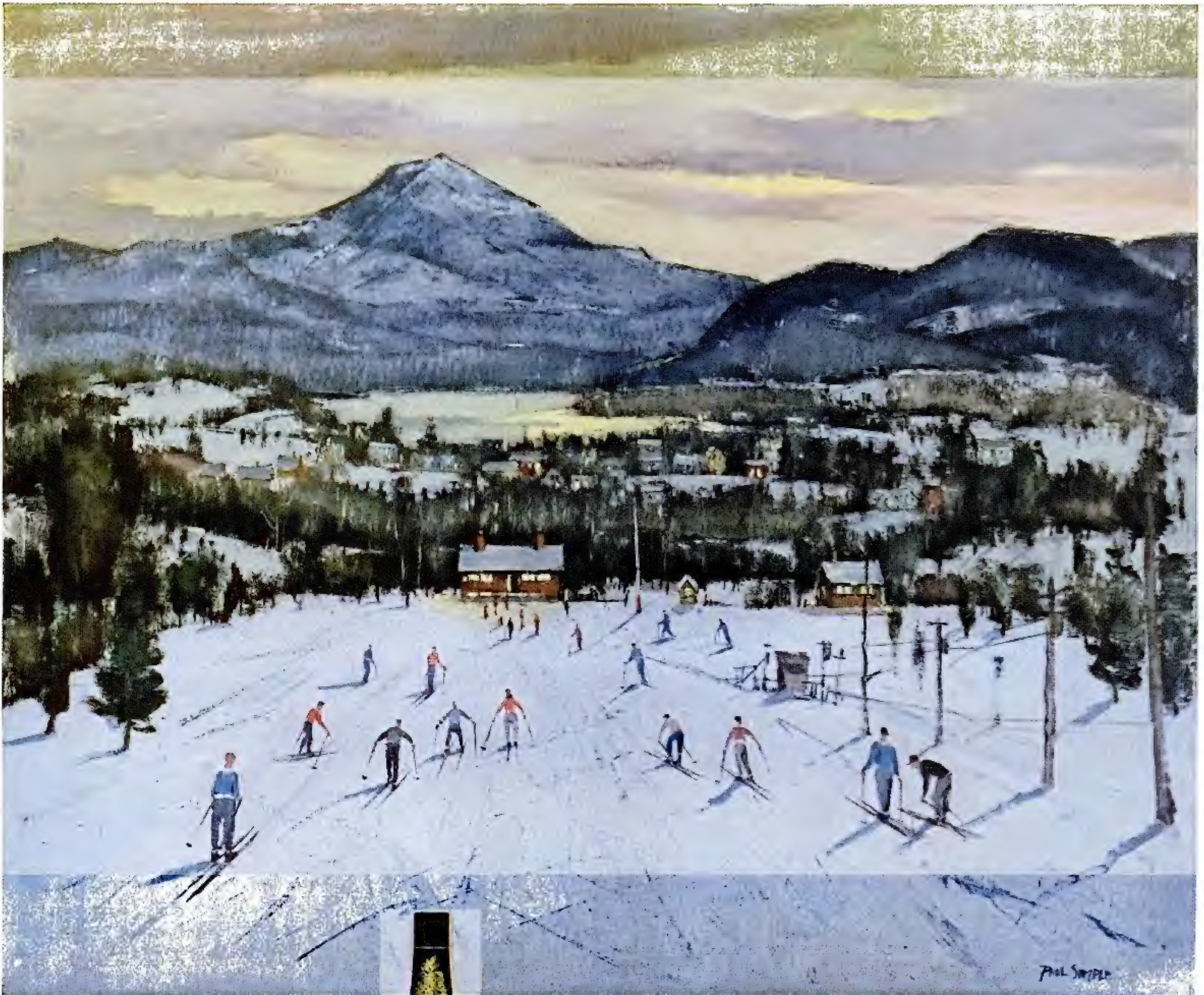
LEMON



© 1955 General Foods Corp.



*It's
Four Roses time
at Lake Placid*



SUNSET AT LAKE PLACID

No other whiskey
can match the flavor
of Four Roses



At this famous ski resort—as in cities and towns across the country—the lengthening shadows say: “*It’s Four Roses time.*” For “Four Roses”—to millions of people—means the finest of drinks. It means the one whiskey with a truly distinctive flavor . . . smoother, mellower, and far more pleasant than any other.

FRANKFORT DISTILLERS CO., N. Y. BLENDED WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.

HOW WIRETAP IS WORKED

New York gets its lines crossed

New Yorkers learned last week that their little telephones sometimes have big ears. The police and phone company agents had raided a Manhattan apartment and found a tapping center equipped to eavesdrop on any of thousands of lines into six big exchanges. The raiders made no arrests, seized none of the listening equipment and made no report to New York District Attorney Frank S. Hogan.

The incident might have been hushed up but for a civic group called the New York City Anti-Crime Committee, which got wind of the raid and demanded an investigation by the state legislature. Hogan moved in and obtained indictments against two phone company employees and the occupant of the apartment. He sent for the equipment, but it had vanished.

What the tappers' motives were—whether for possible blackmail or to get business secrets—was not clear since their victims were a miscellany of citizens. Many New Yorkers wondered meanwhile whether their conversations have been shared in the manner shown in the pictures and sketches on this page. To follow the tapping procedure used, start with Miss Ann Corio (*below*) and follow the red arrows.



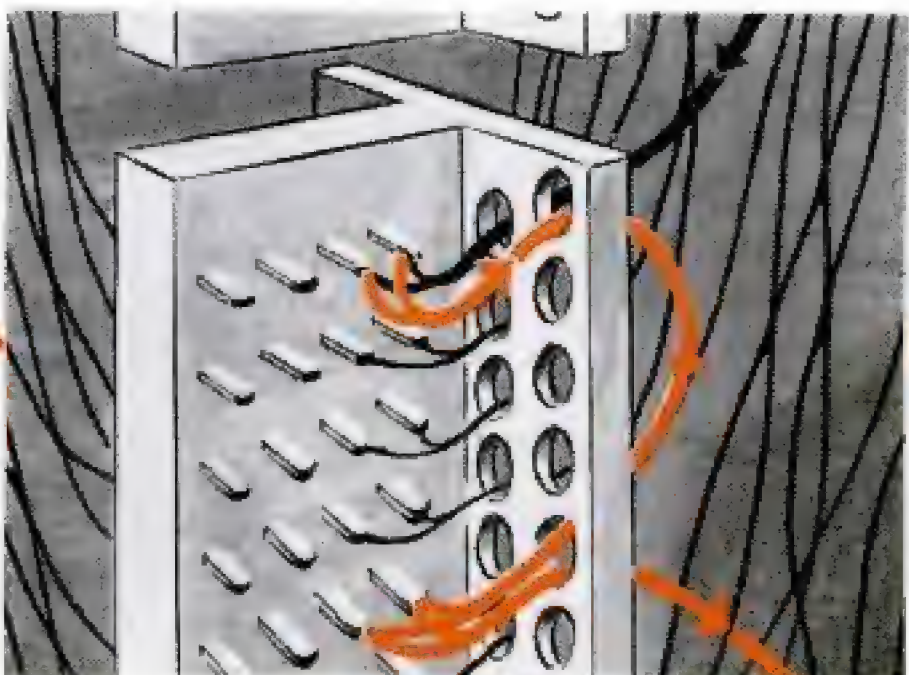
1 One of phones tapped was in apartment of former stripper Ann Corio, who could think of no reason why tappers should be interested. To follow a tap's progress go on with drawing at right.



4 Apartment where equipment was found was rented by Warren B. Shannon, an electrician, shown with his wife. The equipment was housed in a small closet and covered by a Venetian blind, as depicted by artist. Monitor listened to conversations to see whether they were worth getting down on tape recorder.



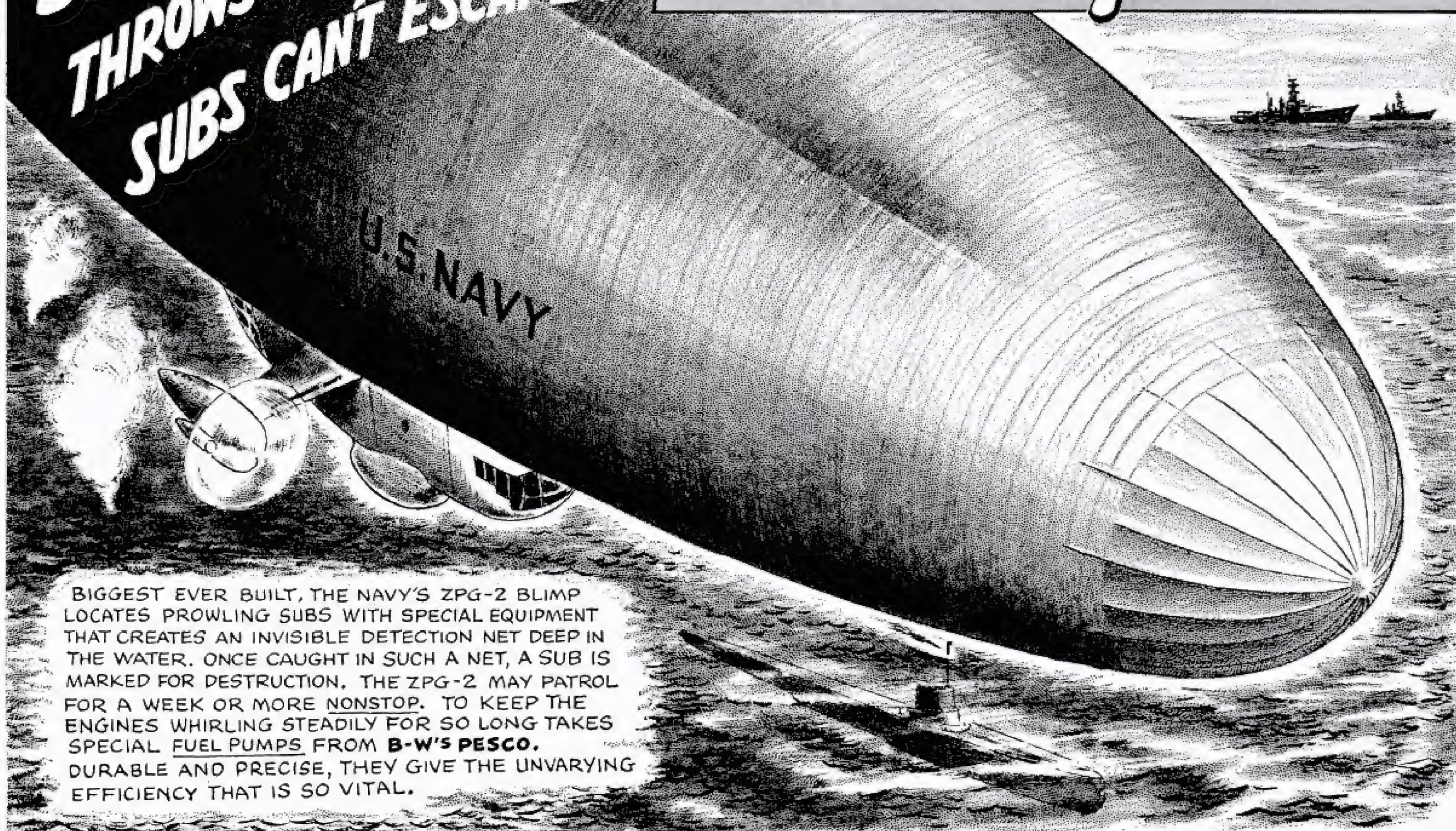
3 To connect telephone exchange building (*foreground*) on East 56th Street with listening post on fourth floor of East 55th Street apartment house (*background*) the tappers used spare wires in phone company's underground cable system. But near the apartment, they ran wires from the cable up side of building.



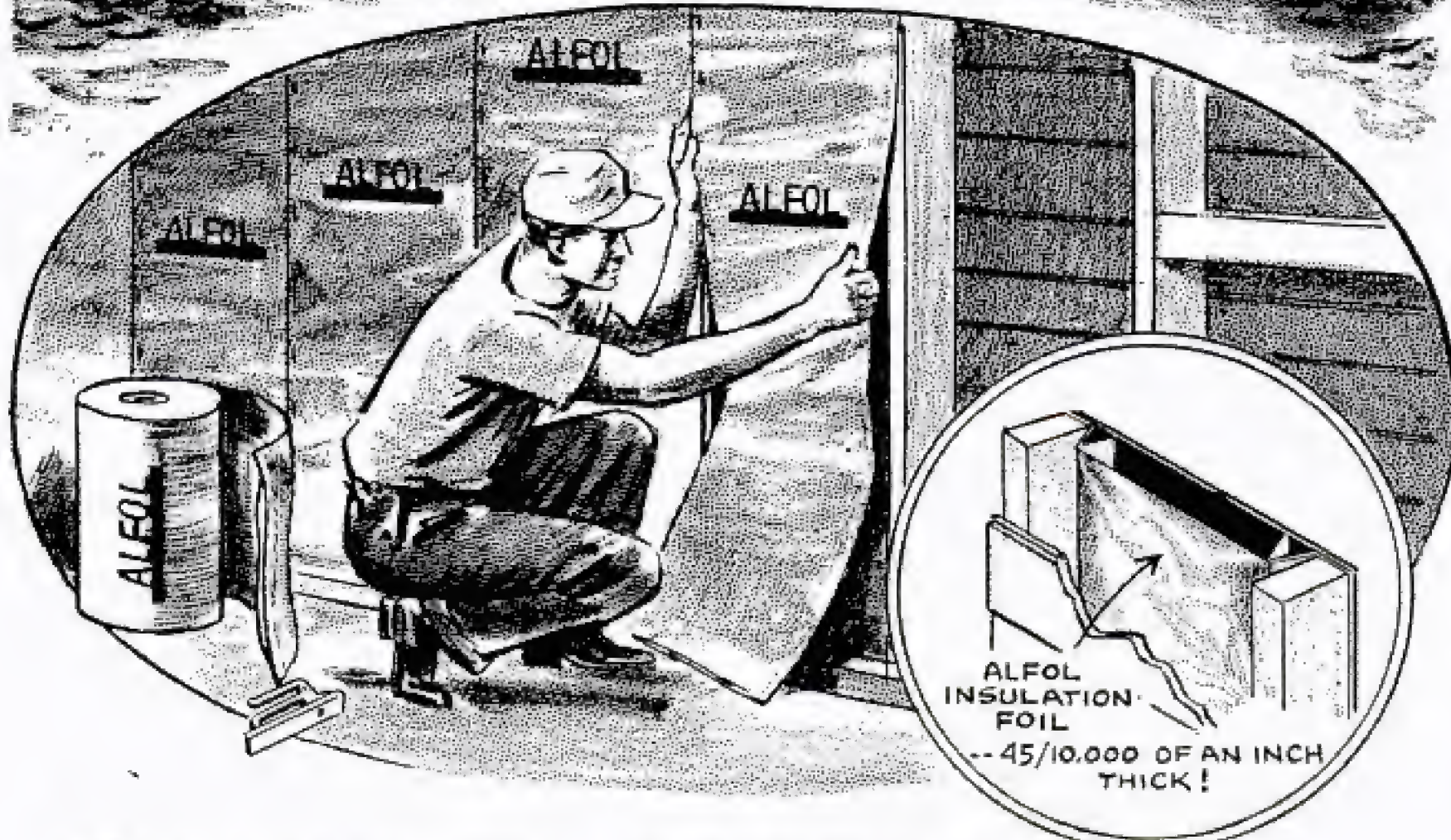
2 Tapping method believed used is shown in drawing. In the telephone exchange panels, terminal points of tapped phones were connected by feed lines (*in red*) to wires leading to listening post. Telephone men Walter Asmann (*above, left*) and Carl Ruh, who worked in the exchange, are accused of tapping.

**SUPER BLIMP
THROWS INVISIBLE NET
SUBS CAN'T ESCAPE!**

Ripley's

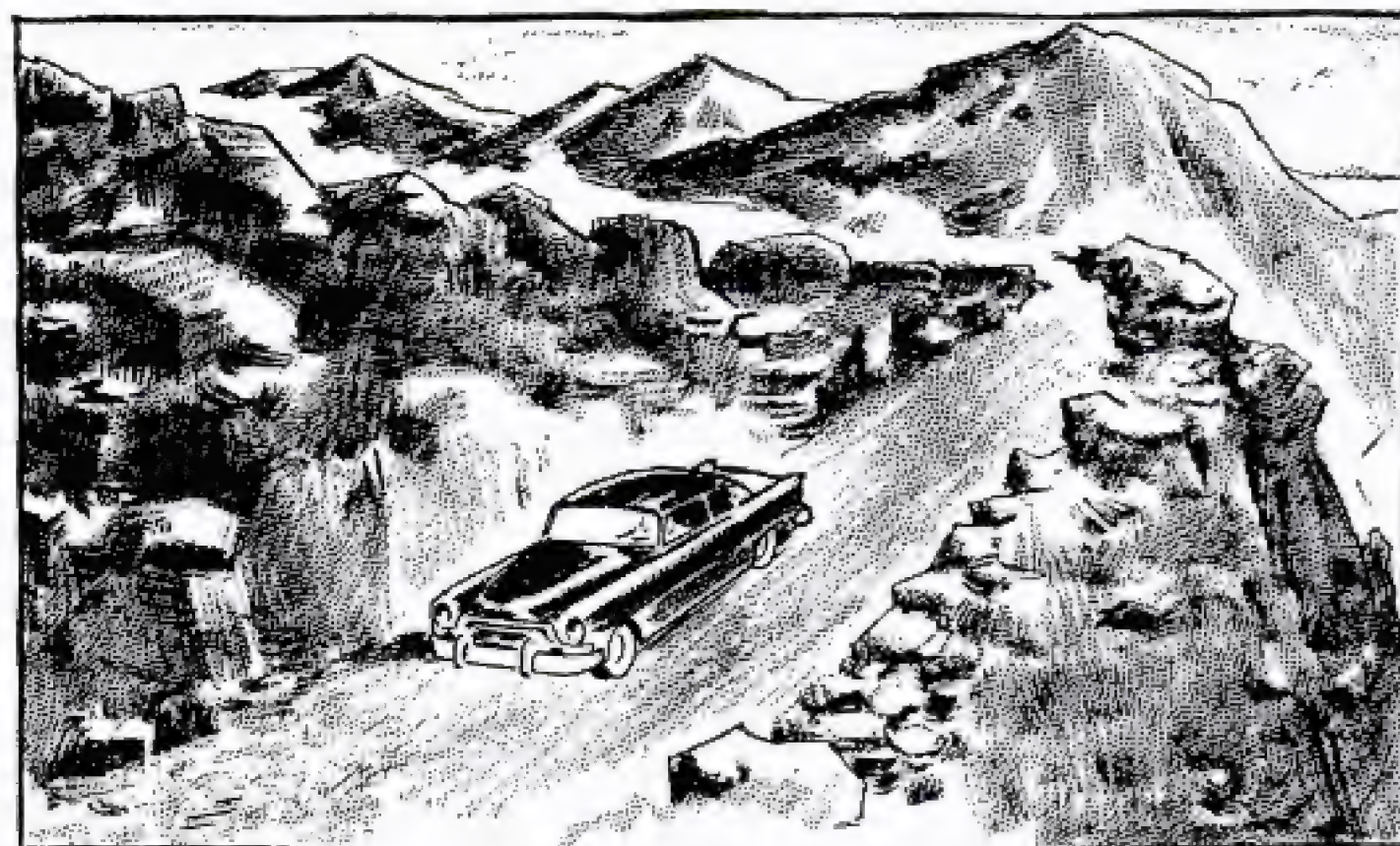


BIGGEST EVER BUILT, THE NAVY'S ZPG-2 BLIMP LOCATES PROWLING SUBS WITH SPECIAL EQUIPMENT THAT CREATES AN INVISIBLE DETECTION NET DEEP IN THE WATER. ONCE CAUGHT IN SUCH A NET, A SUB IS MARKED FOR DESTRUCTION. THE ZPG-2 MAY PATROL FOR A WEEK OR MORE NONSTOP. TO KEEP THE ENGINES WHIRLING STEADILY FOR SO LONG TAKES SPECIAL FUEL PUMPS FROM **B-W'S PESCO**. DURABLE AND PRECISE, THEY GIVE THE UNVARYING EFFICIENCY THAT IS SO VITAL.



**ALUMINUM FOIL INSULATES HOUSES
BETTER THAN 5 FEET OF CONCRETE!**

HUNG IN THE AIR SPACE OF THE NORMAL HOUSE WALL, A REMARKABLE NEW INSULATING FOIL KEEPS OUT SUMMER HEAT AND WINTER COLD MORE EFFECTIVELY THAN A CONCRETE WALL 67 INCHES THICK. MADE BY **B-W'S REFLECTAL**, THIS ALUMINUM FOIL IS CALLED **ALFOL**. IT HOLDS BACK 95% OF ALL RADIANT HEAT... IS MOISTUREPROOF, EASY TO APPLY. AND 100 SQ. FT. WEIGH ONLY 5 POUNDS!



**ONLY B-W AUTOMATIC TRANSMISSIONS
AND ONE OTHER PERMITTED ON
MT. WASHINGTON ROAD!**

CARS CLIMB THE MT. WASHINGTON ROAD EASILY ENOUGH. DESCENDING IS HARDER. IT REQUIRES MAXIMUM BRAKING HELP FROM THE ENGINE FOR SURE, SAFE DRIVING. THAT'S WHY AUTOMATIC DRIVES ARE BARRED--ALL EXCEPT **B-W'S** AND ONE OTHER. B-W'S UNIQUE WAY OF COMBINING A TORQUE CONVERTER AND AUTOMATIC GEARS GIVES POSITIVE ENGINE BRAKING AS WELL AS SMOOTHNESS AND ECONOMY.

**185 PRODUCTS
IN ALL ARE MADE BY**

BORG-WARNER


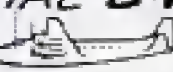
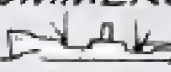
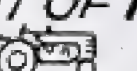

Believe It or Not!

ENGINEERING

B-W

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BORG-WARNER SKILL AND INGENUITY BENEFIT ALMOST EVERY AMERICAN EVERY DAY THROUGH THE AUTOMOTIVE, AVIATION, MARINE, FARM MACHINERY AND HOME EQUIPMENT FIELDS!

19 OUT OF THE 20 MAKES OF CARS  CONTAIN ESSENTIAL B-W PARTS. EVERY COMMERCIAL PLANE  AND MANY SHIPS  HAVE VITAL B-W COMPONENTS. 9 OUT OF 10 FARMS USE B-W EQUIPPED MACHINES.  MILLIONS ENJOY B-W HOME EQUIPMENT AND APPLIANCES. 



SLAMMING THE DOOR 275,000 TIMES TO MAKE BETTER REFRIGERATORS!

IN ONE OF MANY TESTS OF THE NEWEST MODEL B-W NORGE REFRIGERATORS, A MACHINE JERKED OPEN THE DOORS AND BANGED THEM SHUT 7 TIMES A MINUTE, DAY AND NIGHT-- 275,000 TIMES. THIS HANDLING EQUALLED 12 YEARS OF EVERYDAY USE-- YET THEY CAME THROUGH UNDAMAGED. SUCH THOROUGH TESTING GUARANTEES THE LONG, EFFICIENT SERVICE FOR WHICH NORGE IS FAMOUS.

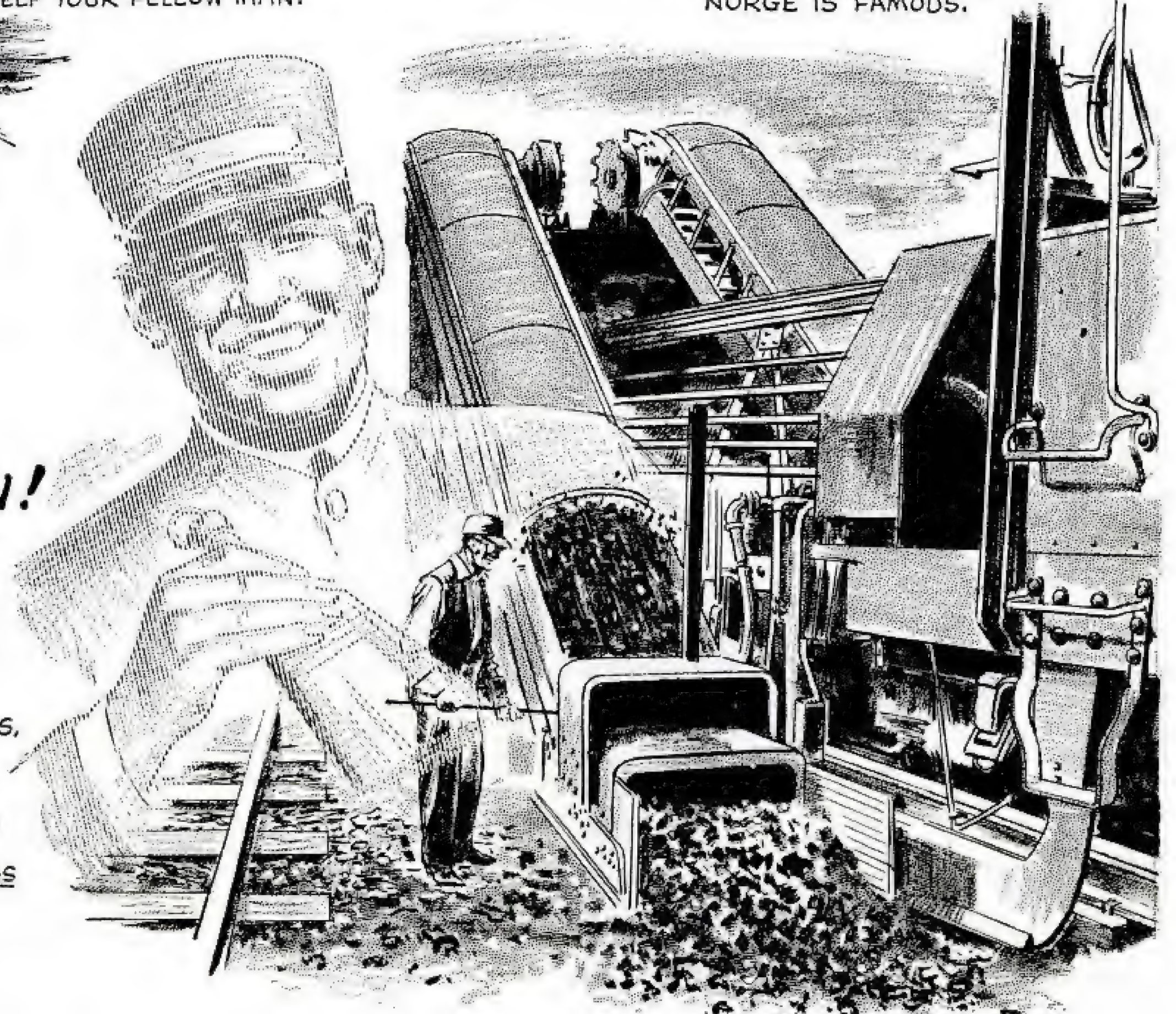
WORKING 14,000,000 HOURS A YEAR-- WITHOUT PAY!

LAST YEAR, ORGANIZED RED CROSS VOLUNTEERS DONATED OVER 14 MILLION HOURS OF SERVICE-- AN AVERAGE OF 38,000 HOURS DAILY. SUCH A CONTRIBUTION OF TIME AND WORK IS VITAL TO CARRYING OUT THE VAST RED CROSS PROGRAM. EQUALLY VITAL IS YOUR CONTRIBUTION IN DOLLARS. SUPPORT THE RED CROSS FUND DRIVE... GIVE ALL YOU CAN TO HELP YOUR FELLOW MAN.



NEW MECHANICAL RAILROAD PORTER WHISK'S ROADBEDS CLEAN!

STONE BALLAST SUPPORTING RAILROAD TRACKS BECOMES CLOGGED WITH DIRT AND DEBRIS. THIS PREVENTS DRAINAGE, CAUSES UNEVEN ROADBEDS. NOW A NEW MACHINE SCOOPS UP THE STONES, SCREENS OUT DIRT, DROPS THEM BACK-- 700 TONS AN HOUR! SUCH HEAVY LOADS AND FAST WORK CALL FOR AN UNUSUALLY RUGGED DRIVE SYSTEM. THAT'S WHY B-W'S MORSE CHAIN HAS BEEN CHOSEN TO PRODUCE THE CHAIN DRIVES AND COUPLINGS CARRYING POWER FROM ENGINE TO CONVEYORS AND SIFTERS.



* REG. U.S. PAT. OFF.

These units form BORG-WARNER, Executive Offices, 310 S. Michigan Ave., Chicago: ATKINS SAW • BORG & BECK • BORG-WARNER INTERNATIONAL • B-W SERVICE PARTS • CALUMET STEEL • DETROIT GEAR • FRANKLIN STEEL • HYDRALINE PRODUCTS • INGERSOLL PRODUCTS • INGERSOLL STEEL • LONG MFG. • LONG MFG. CO., LTD. • MARBON CHEMICAL • MARVEL-SCHLEBLER PRODUCTS • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • PESCO PRODUCTS • REFLECTAL CORP. • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD. • WAUSAU • WESTON HYDRAULICS, LTD. • WOOSTER DIVISION



AT LEPER COLONY, Pat Nixon, arriving for welcoming fiesta, gets warm handshake from a patient.



NIXON GIRLS at their home talk to parents on Patricia's ninth birthday. Julie, 6, is at the right.



DANCING TAMBORITO with a girl in a Panama village fete, Nixon wears local *camisilla* coat-shirt.



ON A PLANTATION IN COSTA RICA, NIXON AND PRESIDENT JOSE FIGUERES EXAMINE BANANA PLANT

GOODWILL AND A GOOD DEED

Spreading goodwill along the way, Vice President Richard Nixon and his wife Pat kept up a fast pace through Central America. They inspected a banana plantation and a leprosarium, attended village festivals, looked over a U.S. Information Service library and watched the Panama Canal in operation.

Almost casually deft amid all these festivities, Nixon tackled a touchy situation. Having

heard Nicaragua's President Anastasio Somoza growl that Costa Rican President Figueres had helped a plot to assassinate him, Nixon went on to Costa Rica where Figueres has been denouncing Somoza for having mounted an invasion of Costa Rica. He drew a promise from both to try peaceful settlement of their quarrel. After both promises, Somoza reopened the border San Juan River to Costa Rican traffic.



lion's share

What a regal treat!

And there's plenty for everyone
in the big Sealtest half gallon.



Sealtest
TRADE MARK
ICE CREAM

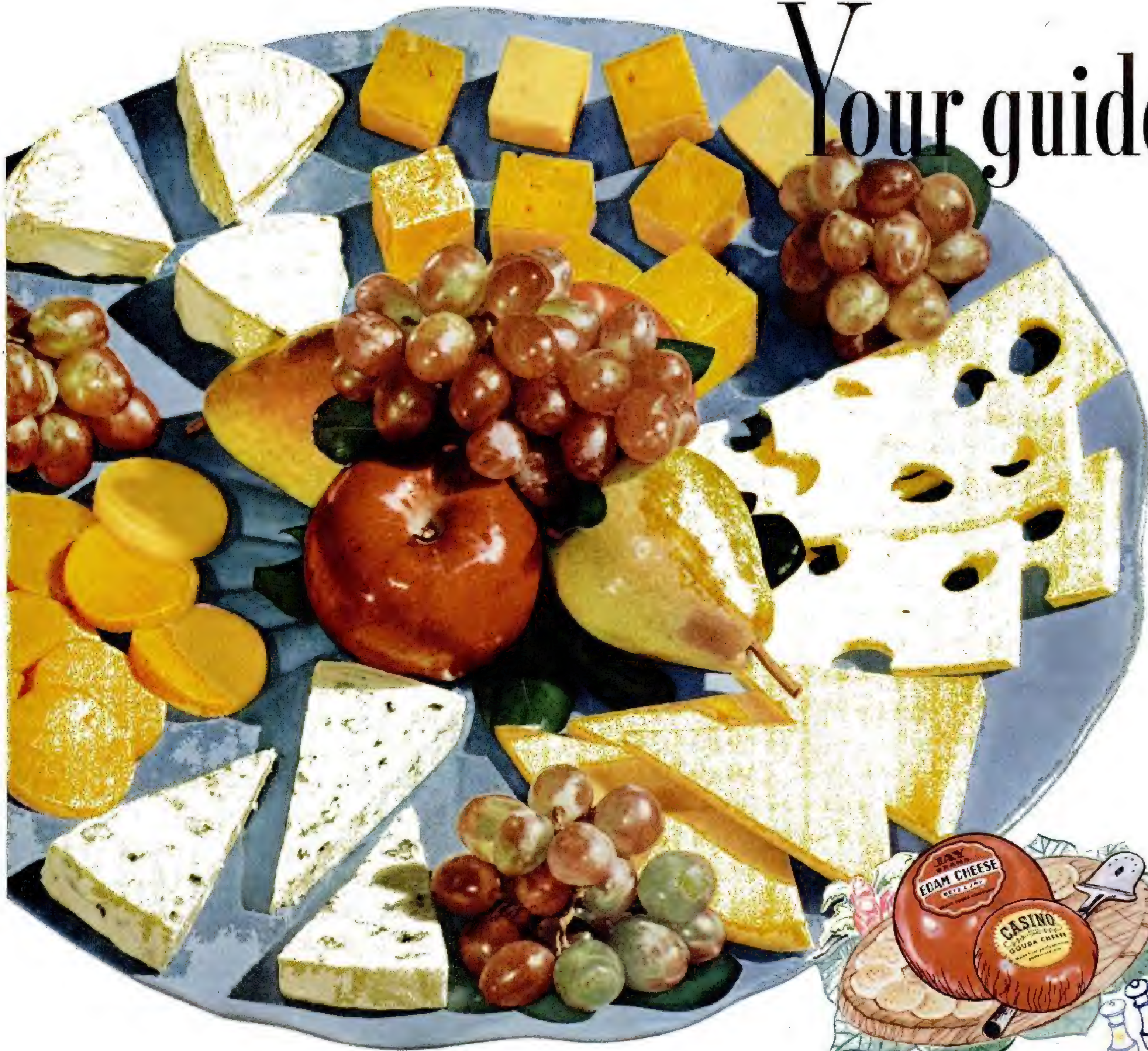
Sealtest
ICE CREAM
half gallon

AMERICA'S

FAVORITE

half gallon

Your guide



Festive for a party . . . Casino Brand Gouda or Jay Brand Edam. Coated bright red for a dramatic flavor touch, they also add such goodness to a dessert tray. Richly mild Dutch-type cheeses . . . the Edam imported from Holland.



During Lent . . . or anytime, keep a 2-lb. Kraft loaf for hearty main dishes. Get mild Velveeta pasteurized process cheese spread; or one of the pasteurized process cheeses—Kraft American or sharper flavored Old English Brand.



Great with drinks . . . these natural cheeses that come to you all sliced and sealed airtight. Kraft Natural Swiss (the kind with the holes). Mild yet tangy, Kraft Natural Brick; and a German-type, Kraft Natural Muenster.



Breakfast to bedtime treats . . . all with Philadelphia Brand Cream Cheese. Spread it on your morning toast; use it in salads, appetizers, cake frostings, fudge. Made only by Kraft, it tastes fresher, richer, better than all the rest!

to fine Cheeses

They're at your grocer's dairy case now!

How long has it been since you've *really* browsed through your grocer's dairy case? Next time you go shopping, take a look at the wonderful array of cheese Kraft has lined up for you. Maybe you'll discover some "new finds" that will become family favorites . . . such as the good old-fashioned cheddar called Cracker Barrel . . . or deliciously mild Gruyère,

imported from Switzerland . . . or the wonderful Roquefort that Kraft brings from France.

When you select your favorite Kraft varieties for cooking and for sandwiches, pick out some of the fancy cheeses, too, for snacks and desserts. Kraft brings you the best of every type. In fact, *the world's favorite cheeses are made or imported by Kraft.*



Old-time eatin' cheese . . . a fine natural cheddar cheese . . . Cracker Barrel Brand, aged just right. Choose either "Mellow" or "Sharp." Both wrapped in aluminum foil; you get it as fresh as though it were cut before your very eyes.



Wonderful on a snack tray . . . Casino Camembert, a soft, beautifully ripened cheese. And Crown Brand Swiss Gruyère, imported from Switzerland and specially processed to make its nut-sweet flavor a good traveler.



Famous club cheese . . . MacLaren's Imperial. A sharp, natural club cheddar made by Kraft. Perfect for sandwiches, appetizers. Try it, too, for a Welsh rabbit with the sharp cheese flavor that comes only from aged cheddars.



For speedy appetizers . . . keep a variety of Kraft Handi-Snack Cheese Foods in your refrigerator. Choose from Smokelle, Garlic, Bacon, Swiss or Nippy Brand. Slice off the golden circles, and serve on round or square crackers.



Perfect for sandwiches . . . Kraft De Luxe Slices. The best tasting pasteurized process cheese you can buy. Choose: American, Old English Brand, Pimento, Swiss, Brick. Eight full ounce, sandwich-size slices in every package.



For fast cheese treats . . . get Kraft's Cheez Whiz. Spoon it onto hot foods. Heat it for cheese sauce to pour over vegetables, eggs, sea food. Use this pasteurized process cheese spread right from the jar for appetizers, snacks and sandwiches.



Marvelous dessert cheeses . . . Louis Rigal Roquefort, with a pungent goodness . . . made and aged in France and imported by Kraft. And Casino Blue, rich in Old World flavor. Serve either with pears or grapes for dessert.



Sandwiches in a jiffy . . . no trick at all with an assortment of Kraft Cheese Spreads on hand. Choose from Kraft Pimento, Olive Pimento, Relish, Cheese and Bacon, Pineapple, Old English, Garlic, Roka Blue.



For a quick flavor dash . . . use Kraft Grated, rich in cheddar cheese flavor, or Italian style Kraft Parmesan. Adds the perfect touch of cheese goodness to soups, salads, casseroles. Sprinkle Kraft Parmesan into hot onion soup.



she's got

(you can have it, too!)

It's not so much beauty as it is personal vibrancy and sparkle, and all those indefinable qualities that make everyone instantly aware of her.

For now there's a new lipstick that brings out all the vividness and sparkle of the real you with exciting colors that make you look and feel vividly alive. It's the new VIV lipstick by Toni. VIV's new *High-Chroma Formula* gives you the most vivid colors any woman has ever worn. Choose from six bright shades, each as sparkling as the Vivid Rose you see here. Try VIV, that vivid new lipstick by Toni.

Comfortable, long-lasting and very, very vivid.

viv

new viv lipstick
by *Toni* \$1.10
plus
tax

© The Collette Co.



AFLOAT in 1953, the *Ticonderoga*, flying the flag of Shelburne Museum on bridge, paddles over Lake Champlain.



ASHORE in 1955, the *Ti* stands on the road built to support temporary track. The ship is pulled by heavy truck.

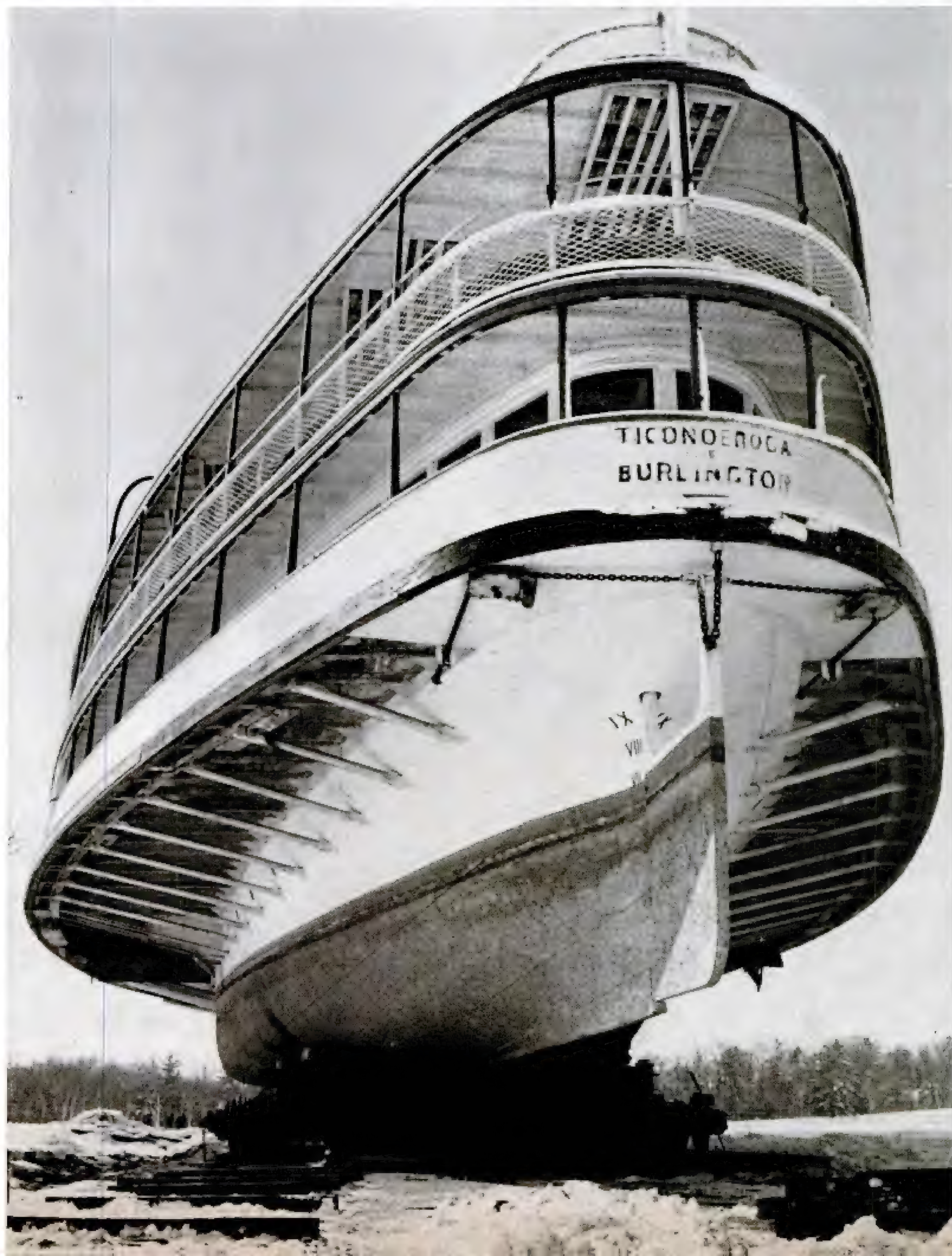
THE 'TI'S' LAST TRIP

In her 47 active years the magnificent old three-deck, sidewheel steamboat *Ticonderoga* carried a million passengers a million pleasant miles over the waters of Lake Champlain. This winter the big, white *Ti* is lumbering across the snow-swept fields of Vermont on a strange final voyage.

The *Ti* is bound for the famed Shelburne Museum of early Americana (LIFE, July 6, 1953), whose

owners purchased the ship to save her from destruction in 1950. To move the 700-ton, 220-foot-long ship from lake to museum, the firm of Merritt-Chapman & Scott floated the *Ti* onto two 32-wheel cradles which travel a temporary double track. Moving 1,300 feet a week, the *Ti* will end her 9,000-foot cruise to the museum in late March, at a cost greater than the \$133,000 it took to build the *Ti* in 1906.

FROM ASTERN, 'TICONDEROGA' LOOMS ABOVE SPECIAL CRADLES. SHIP'S PADDLEWHEELS WERE REMOVED FOR TRIP



UPSET STOMACH?

HEARTBURN?

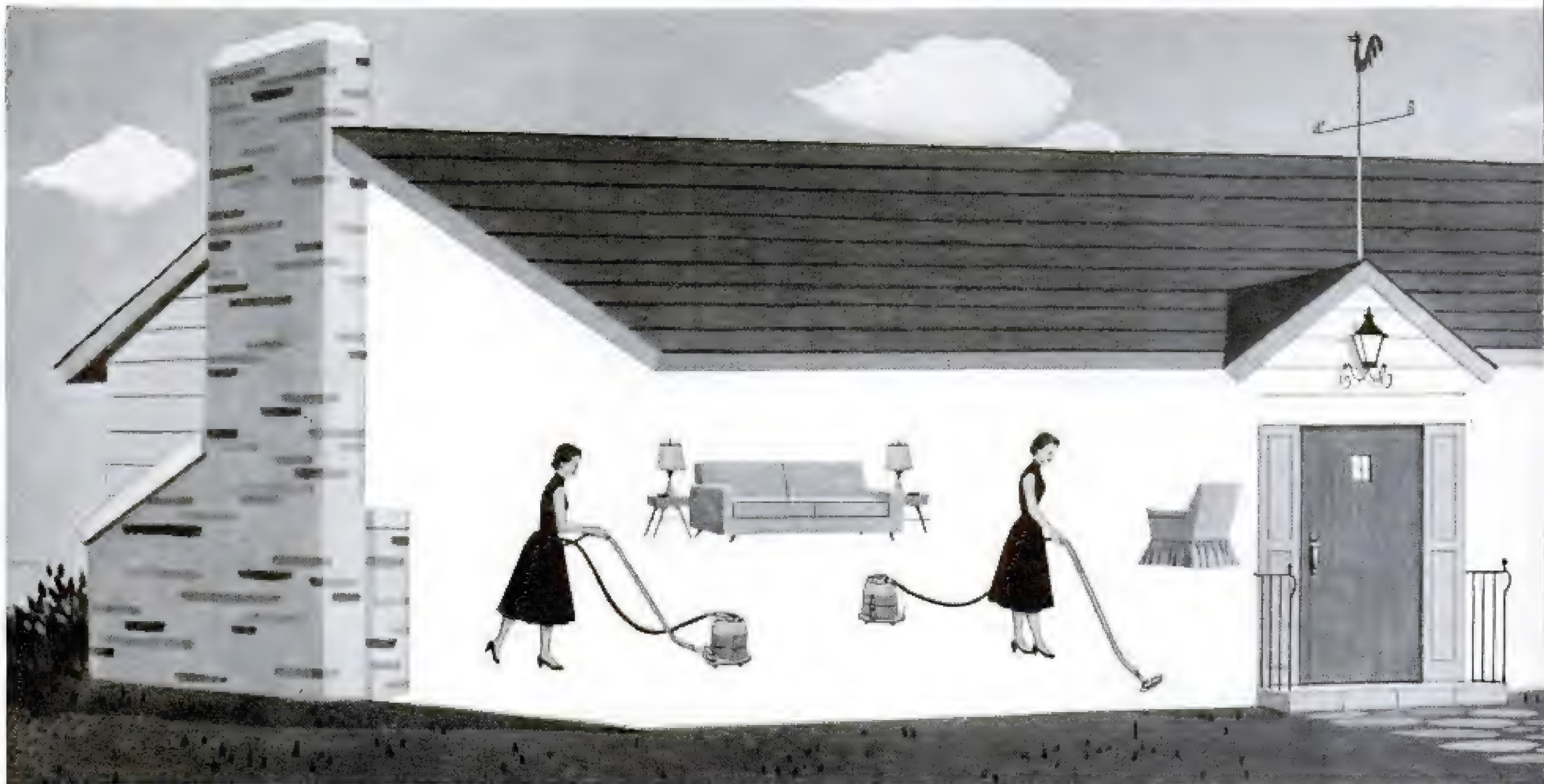
GAS?



PHILLIPS' TABLETS BRING QUICK EFFECTIVE RELIEF!

IT DOESN'T PAY to take chances with sour stomach, gas, heartburn, "fullness" or any other symptoms of acid indigestion. So always carry Phillips' Tablets in your pocket or purse—for you never know where or when any of these conditions is liable to cause distress. As delightful to take as candy mints, peppermint-flavored Phillips' Tablets are made from one of the fastest, most effective stomach neutralizers known—and bring almost instant relief. 30 tablets—28¢.

PHILLIPS' MILK OF MAGNESIA TABLETS



Rolls from room to room

NEW Roll-around

Now for the first time a vacuum cleaner that's always
"ready for action" for whole-house cleaning!



1. Stores easily—Fits into corner or closet. Completely assembled—it's ready for action. Just roll it out . . .



2. Rolls easily—Glides from room to room, over scatter rugs, door sills. Cleaning wand acts as steering handle. And it . . .



3. Cleans easily—Lift the cleaning unit from its built-in cradle—clean rugs and floors with one attachment.

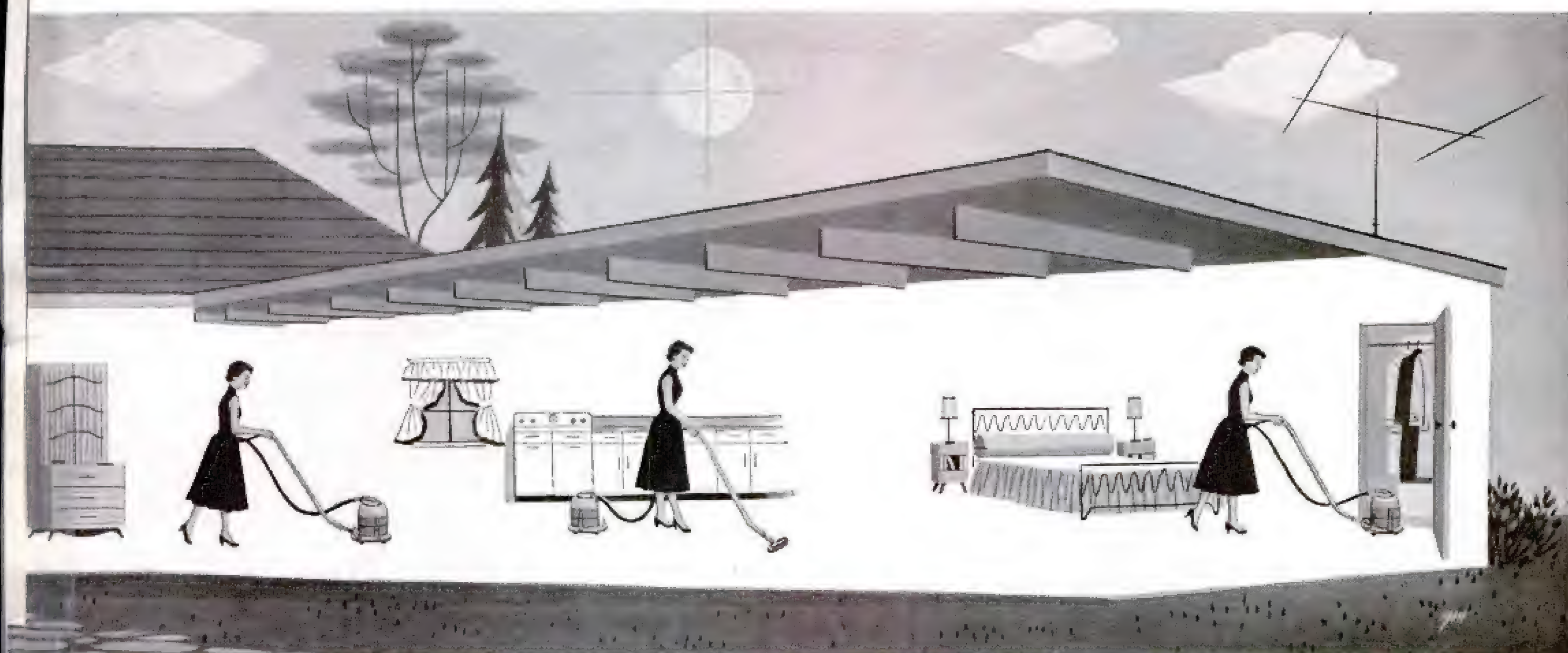


New
**Roll-around Swivel-top
CLEANER**

It's the most beautiful cleaner in the world
. . . color styled by Freda Diamond.



*Manufacturer's Fair Trade or suggested retail price. Complete with full set of attachments.



with the greatest of ease!

**Cleaner—\$69⁹⁵*
COMPLETE** **!**

G. E. has put famous "Reach-easy" cleaning on wheels to make cleaning your whole house *easier* than ever before. And this new cleaner can be yours for an amazingly *low* price!

The new G-E Roll-around Cleaner is completely mobile. Mounted on smooth-running little wheels, it rolls along effortlessly, quietly all through the house—over rugs, floors, carpets and sills. And because it is light in weight, it's easy to take up and down stairs.

It's always ready for action! When you roll out this new all-purpose cleaner with its new 2-in-1 floor and rug cleaning unit attached, you're ready to clean *all* of your rugs, carpets and floors (and that's 85% of all the cleaning you do)!

And the amazing G-E Swivel-top goes round with you as you go round the room.

And it's so versatile! With its full set of "non-tiring" attachments (yours at no extra cost) you can "Reach-easy" clean from floor to ceiling as well as from wall to wall! Upholstery, drapes, picture frames—there's an attachment for every cleaning job. And you get strong, steady cleaning power . . . the largest "Throw-Away" Bag made . . . a cleaner built to last because it's built by G.E.

Easy to store, too—doesn't "eat up" valuable closet space. Its new,

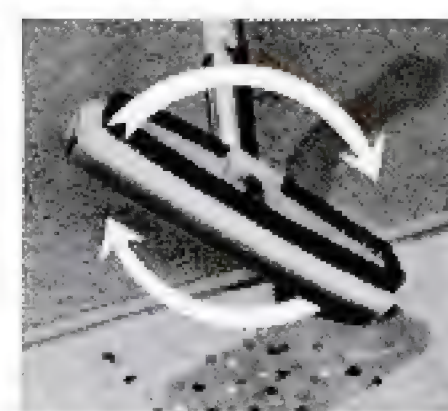
light, flexible hose drapes without bulging . . . and is easier to handle.

See this great new "electric housekeeper" at your G-E dealer's soon. General Electric Co., Small Appliance Division, Bridgeport 2, Conn.

You never have to change attachments to clean rugs and floors!
G.E.'s exclusive 2-in-1 rug and floor cleaning unit does both!



IT CLEANS RUGS!



LIFT, IT TURNS ITSELF OVER!



IT CLEANS FLOORS!

You clean your rugs and carpets with a powerful tool that gets up even "deep-below-the-nap" dirt. Then simply lift the lightweight wand . . . the attachment turns itself over and . . . you clean your floors with a powerful tool that

gets up even "deep-in-the-cracks" dirt! Only General Electric offers you this new 2-in-1 floor and rug cleaning unit to make its famous "Reach-easy" cleaning even easier. Try it yourself at your nearby General Electric dealer's.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

100 FREE TRIPS TO BEAUTIFUL BERMUDA FOR WINNERS IN THE **BIRDS EYE BERMUDA SWEEPSTAKES** BE ONE OF 50 WINNERS OF FREE VACATION FOR 2!

**NOTHING
TO BUY!**

**NO STATEMENTS
TO COMPLETE!**

**NO
LABELS TO
SEND IN!**

**JUST FILL
OUT ENTRY
TICKET AND
MAIL TO
BIRDS EYE**

HURRY! DON'T MISS THE BOAT!

**4 unforgettable days
on the fabulous**

QUEEN OF BERMUDA

You'll enjoy every possible ship-board activity—from shuffleboard under the sun to a lazy, deck-chair life during your round trip to Bermuda. What's more—wait till you see your delightful *outside* cabin, and sample the royal cuisine!



**2½ exciting, fun-filled
days at the glamorous**

CASTLE HARBOUR HOTEL

You'll stay at this modern palace, or at other desirable guest lodgings! You'll enjoy first-class accommodations, out-of-this-world food, and all the wonderful entertainment that Bermuda's sparkling beaches and tropic nights offer!

100 FREE TRIPS TO BEAUTIFUL BERMUDA

Each winner will be entitled to take as a guest a member of the family or a friend. Birds Eye will arrange round-trip transportation to New York for each winner and each guest.

5,000 SPECIAL AWARDS!

5,000 lucky entrants will win a novel, animated Bermuda pencil. An actual replica of the Queen of Bermuda floats inside a plastic bubble.



**WATCH FOR THE
BIG BIRDS EYE
"BOAT LOAD SALE"
AT YOUR GROCER'S**



Copyright 1955, General Foods Corp.

HERE'S ALL YOU DO:

- 1** Get an official Birds Eye Bermuda Sweepstakes entry ticket at your grocer's.
- 2** Fill it in.
- 3** Mail it to Birds Eye Bermuda Sweepstakes, Dept. B., Kankakee, Ill. (Only one entry ticket in one envelope will be accepted from one person; everyone in the family can enter.)
- 4** This offer is limited to persons living in continental United States.

HURRY! Entry must be postmarked no later than March 31, 1955.

This promotion subject to Federal, state and local regulations.



AFRICAN RESETTLEMENT

Enforcing segregation, Johannesburg police move Negroes from homes

One rainy Wednesday morning Johannesburg, South Africa mobilized 2,000 heavily armed police and sent them into Sophiatown, one of the worst of the rat-infested Negro slums that ring the city. They caught the residents by surprise. They had not been expected until the following Saturday when, by government order, 150 black families were to have been moved—by force if necessary—from their shanty city to neat four-room brick homes built for them at Meadowlands, 15 miles away.

This action was being undertaken by the government as a slum clearance—and it was

clearing noisome slums. But it also involved police-state tactics, implementing South Africa's long-range program for moving its 10 million Negroes "apart" from its 2.5 million whites, under its *apartheid* policy. The heavy concentration of armed police and their surprise arrival ruled out any chance of resistance, and the Negroes, first of a total of 60,000 to be moved, went docilely, if sullenly, to their new homes. Later some comparatively prosperous families (p. 60) will be moved, not because they are living in hovels but because they are living where whites do not want them.

DAWN MOP-UP brings police officers peering into backhouse for people trying to escape move-out.



MOVING DAY CRUSH jams the slum streets of Sophiatown as the Negro residents, watched by bored white officers and aided by sun-helmeted Negro

police, load their bedding and rickety furniture into trucks for trip to new homes. The government provided army trucks free to move the Negroes' possessions.



Photo by Constance Bannister

Don't let anyone kid you...

you can't do shirts like a professional laundry!

You're right, son . . . when Dad's shirts are dressed by a professional laundry with Velvet Rainbow — there can't be any comparison.

After all, this is the age of specialists. Mommy is a specialist in home-making . . . not a slave to a hot ironing board. Besides she would have more time to play with you.

Also, son, tell your Mommy only professional laundries can buy Velvet Rainbow. It isn't sold retail. That, in itself, is one big reason why Mommy with an ordinary starch can't match a professional laundry.

The Huron Milling Co., 9 Park Place, New York 7, N.Y.

A.4.14

Your shirts look better . . . longer when a professional laundry does them

African Resettlement CONTINUED



EARLY MORNING SURPRISE for this pajama-clad Sophiatowner as he stepped into street was lines of heavily armed men come to enforce evictions.









NEGRO LEADERS shouted, "Africa, *mayibuye* (come back)," which with thumbs-up gesture expressed threat that Africans would one day rule Africa.



ARMY TRUCK CONVOYS shuttled back and forth over roads between the old and the new settlements, moving the families at the rate of seven an hour.

CONTINUED ON PAGE 60

There are  lots of  good ways to polish apples...
 and lots of  good ways to polish  silver...
 and lots of good ways to  polish mirrors 

*...but there's only
 ONE GOOD WAY to polish floors...*



REGINA POLISHER and SCRUBBER

"LIKE HAVING A HANDY MAN...ALL AROUND THE HOUSE!"



1. The only good way—the twin brush way! Because brushes revolve in opposite directions, they can't leave rings or skip spots. You get a smoother finish. Won't mar baseboards!

2. The only good way to scrub, too! Naturally, two brushes cover more area than one! Scrubs linoleum, tile, asphalt, terrazzo, travertine, flagstone, other hard floors sparkling clean!

3. The only good way to buff! Hand buffing could never harden wax to such a jewel-bright, lasting, protective finish. Use Regina for furniture tops, counters, fireplace tile, too.

4. No other type polisher does so much! Regina has optional re-conditioning equipment to re-finish worn spots. Sanding discs, steel wool included. Use as handy bench sander!

5. The polisher that will clean your rugs! Optional attachment makes it easy to use rug cleaning compounds. Regina gives professional results without hard work—saves time and money.

★ America's most widely-used polisher!

★ Many still giving trouble-free service after 25 years in use!

*In handsome new driftwood
 and copper color combination,*

\$64⁵⁰

Plus Excise Tax

Ask your dealer for a demonstration

Send today for free →
 informative booklet!

The Regina Corporation, Rahway 1, N. J.

Please send free "Bulletin 44—Care of Floors", and name of nearest dealer.

NAME _____ ADDRESS _____

CITY _____ ZONE _____ STATE _____

In Canada: Switson Industries, Ltd., Welland, Ontario

By makers of Regina Elektrikbroom—lightweight vacuum for daily use

THIS PAIR WINS!

YOU PICK A WINNER
WITH EITHER OF THESE MODERN
ADDING MACHINES

BURROUGHS TEN KEY



BURROUGHS DIRECTOR 200

Built to meet any requirements, styled to grace every modern office—the Burroughs TEN KEY and Director 200 adding machines. The TEN KEY—quick-action keyboard and cushion-quiet operation in a sturdy, compact body. The Director 200—for full-keyboard adding and subtracting with its famous shortcut keyboard. Your Burroughs dealer or branch has both. Burroughs Corporation, Detroit 32, Michigan.



African Resettlement CONTINUED



SAD VICTIMS are this brother and sister. The sister owns this neat house but will be forced to sell and move, and will be unable to buy new property.



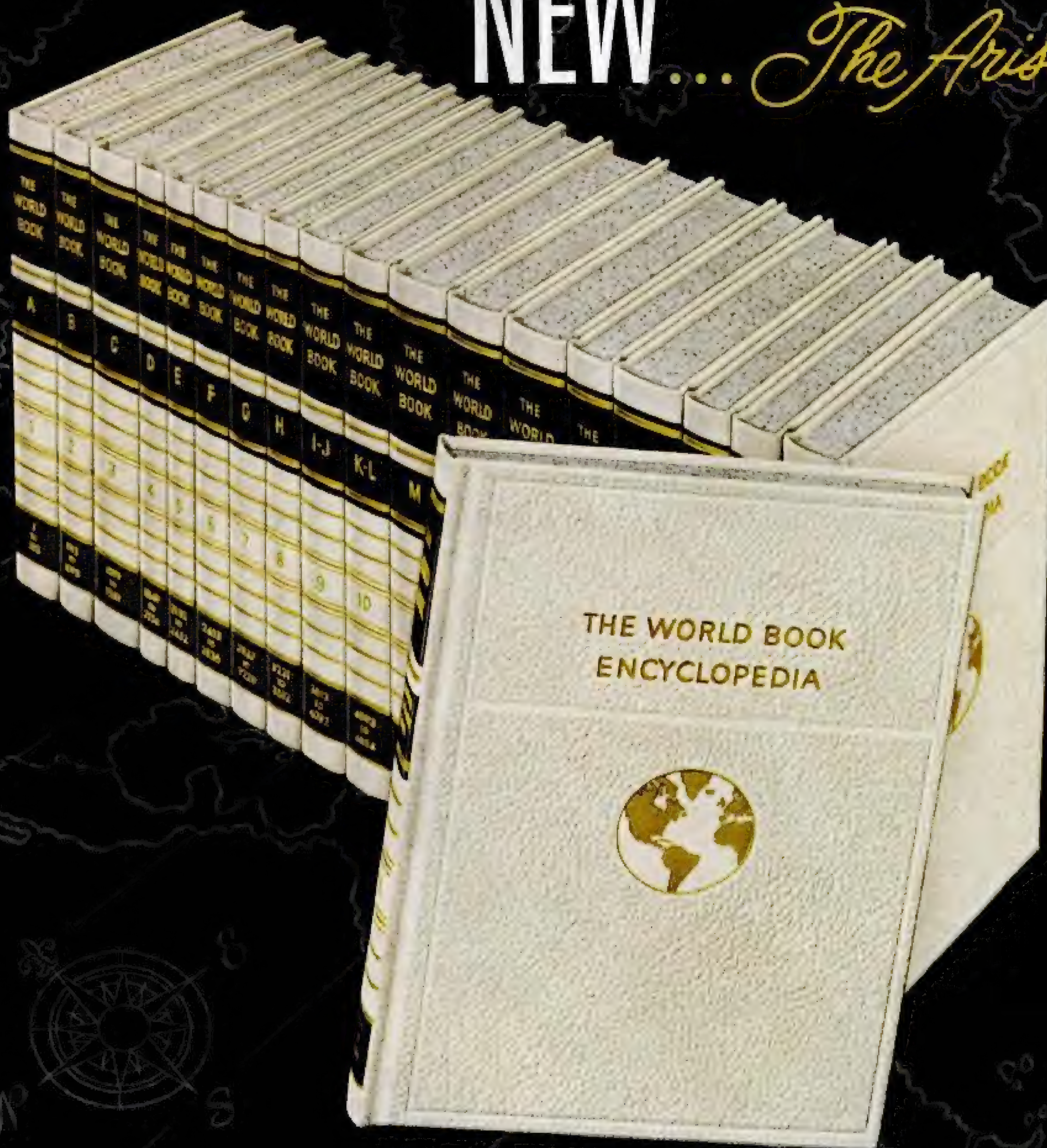
RESETTLEMENT TOWN offers most of the Sophiatowners better quarters in brick and asbestos sheeting houses, but title remains with government.



END OF OPERATION comes when workers demolish the vacated houses. New white suburbs and factories are expected to take over the slum quarters.

NEW

... *The Aristocrat*



IN THE TREASURED 1955

World Book SERIES

Only World Book deserves to be encased in the new Aristocrat binding, classic example of the bookbinder's art. The distinctive agelessness of ivory, the unquestioned richness of 24K gold make the Aristocrat Edition a modern heirloom for your family. Merely touch the covers and you have an invitation to the world of wonders within.

World Book spans the breadth of man's knowledge from prehistoric periods through the atomic future. It's a priceless collection of tens of thousands of interesting facts to enrich

and enlarge your family's background. Yet, with all its beauty, the Aristocrat Edition is not destined to be a lock-and-key showpiece. World Book is created to be *used*. So naturally, the handsome heritage covers are both durable and washable. It's superb in every respect.

Wouldn't you be proud to have it in your home?

Sold by appointment only by professionally trained representatives. For more information, write Mr. George M. Hayes, World Book, Box 3565, Dept. 14-3, Chicago 54, Illinois.

The Aristocrat Binding **\$169** \$10 down, \$10 a month

The President Red Binding \$129.00—\$10 down, \$6 a month

1st in sales!

More people buy World Book
than any other encyclopedia

Field Enterprises, Inc., Educational Division, Merchandise Mart Plaza, Chicago 54, Illinois

Campbell's NEW! and very special Frozen Soups



Look for them in your grocer's freezer today!

OYSTER STEW

Made the way famous oyster houses make it. Choice, tender oysters. Fresh, whole milk. Creamery butter.

CREAM of POTATO

Potatoes glorified! Made with fresh, whole milk, creamery butter, a little onion and a touch of genius.

GREEN PEA with HAM

This is the real old-fashioned kind of pea soup. Slow-simmered with lots of tender ham.

CREAM of SHRIMP

Most elegant soup ever—fine shrimps in rich cream with butter, spice and everything nice.

These additional Campbell's Frozen Soups are available in certain areas:
Fish Chowder, Cream of Corn, Chicken Vegetable and Snapper.

Campbell's

Even

ba



Soups you probably never in the world expected to get in prepared form . . . are here now from Campbell's, thanks to freezing. Only freezing makes it possible to capture the delicate flavors of these great soups. Be prepared for something very special. Even the name Campbell's on the label can't begin to tell you how good they are.

Now...

INSTANT OATMEAL

WITH NEW QUICK QUAKER OR MOTHER'S OATS

cooks creamy in 50-60 seconds

Something wonderful has happened to Quick Quaker Oats and to Quick Mother's Oats.

Now—in just moments you have fully cooked oatmeal. Smoother oatmeal. Creamier. With the same full flavor—the same bountiful nourishment—of oatmeal that used to take hours of cooking.

Yes, these New Quick oat flakes—cut in tiny pieces—are rolled to a new tissue thinness. They cook in just 50-60 seconds in boiling water.

So isn't it smart to eat a good hot oatmeal breakfast—when it's quick as coffee? *New* Quick Quaker Oats and *New* Quick Mother's Oats are in stores now. Look for the Yellow Ribbon on the label.



All the protein nourishment of old fashioned oatmeal is present in this new, quick product. It helps keep adults fit—not fat, because it is so high in protein.



Best cereal for growing children. High-protein Quaker or Mother's Oats helps children grow strong, healthy bodies. Gives them stamina for school and play.

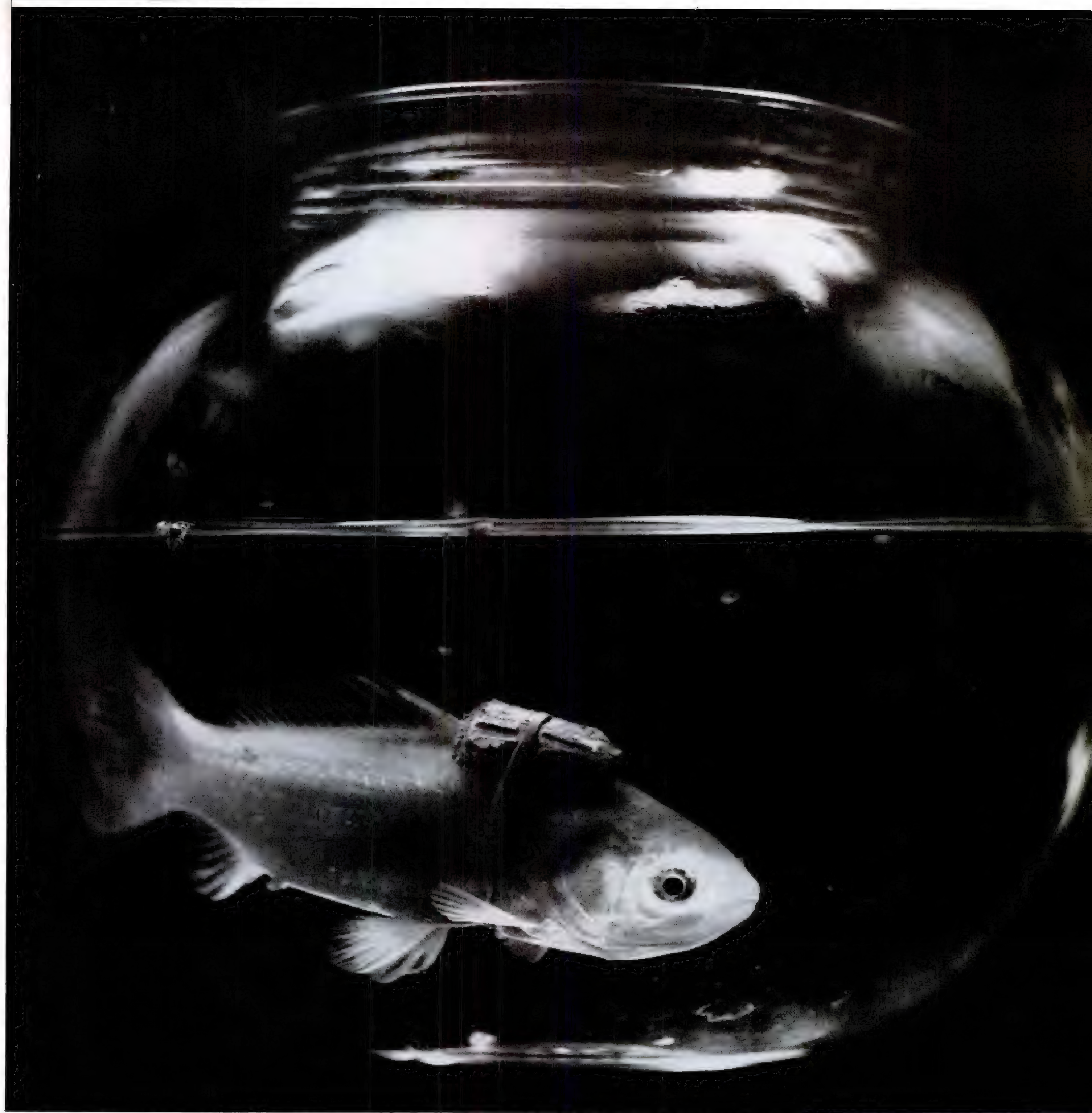
QUAKER OATS

America's most popular cereal... hot or cold



Mother's Oats and Quaker Oats are exactly the same





TAKING A QUICK TURN ABOUT HIS BOWL, FLYAWAY IS BUOYED UP BY A LIFE PRESERVER FASHIONED FROM A PIECE OF HOLLOWED-OUT WINE-BOTTLE CORK



Goldfish Life Belt

BOY DEVISES A WAY TO HELP HIS PET SWIM

Flyaway, a five-inch goldfish, could leap so high that his owner, Ian Miller, 7, of Newcastle-on-Tyne, England, named him Flyaway. For four years Flyaway has delighted Ian with aerial acrobatics, but, not long ago, Flyaway jumped once too often. Coming down to breakfast, Ian found him lying on the window sill beside his bowl. Put back in the water, Flyaway slowly

recovered, but the air bladder, which allows the fish to rise and sink, was somehow injured. He just sat on the bottom unable to go after food. Ingeniously Ian fastened a cork life belt to his pet's back with a rubber band and now Flyaway is swimming almost as well as ever. "But he's not an acrobat any more," says Ian, not knowing whether to be pleased or relieved.

GIVING FLYAWAY A CHANGE OF SCENE, IAN LETS HIM TAKE A SWIM AROUND A WASHBASIN





IT WINS IN A WALK—free-swinging Two-Way stretch, with a panel to flatten the tummy, comfy elastic bands 'round the

waist and legs. #425 in white, \$5.95. Matching girdle, #424 at \$5.00. Warner's easy-fitting petal-cup bra, #2290 at \$1.50.

Underneath it all every girl loves to wear the pants!



SUCH FANCY PANT-RY (above). Our Leno elastic Warnerette with a firming nylon front panel, down-stretch back. #615 in white, \$8.95. Matching girdle, #611 at \$8.95. And, for a young lift, the circular-stitched cotton bra, #2170, \$2.50.

BEAUTIFUL FORM for the girl who's in constant motion. (Left) Our power net Warnerette with a satin panel, stretchable ribbing. #765 in white, \$6.50. Matching girdle, #764 at \$6.50. Best-selling cotton bra, #2076, \$2.25.

Warner's* youngest, Spring-iest girdles of all! Come Summer, they'll win in a walk—leave you free as all outdoors, for everything from tennis to a mambo. Needless to say, they're about *all* you need under shorts, *every* stockingless fashion.

With a Warnerette*, you revel in all this *easy-going*—have a line that's hard to resist! Because we've styled them for every age, Juniors to just-not-telling. For every figure, too—including extra long-legged styles for the girl who sighs over thighs.

We've four styles here—but frankly, we're just *pant-ing* to show you more. Everything from Warnerette pull-ons to Sta-Up-Tops*, in exclusive elastics, sheerest power net, two-way stretches. All, from a lighthearted \$2.50—at your nicest stores here and in Canada.

Wonderful Warnerettes*

Made by Warner's

THE COOL MINIMUM—for little pantywaists. This Warnerette—in an exclusive long-stretch power net, assisted by slimming front and back panels. #144 in white, \$7.50. Matching girdle, #143 at \$7.50. Warner's petal-cup bra in wispy nylon, #2299, \$3.95.



SAMUEL ROBERT LEATHERS

*REG. U. S. PAT. OFF.



BIGGER-THAN-LIFE! THAT'S THE GIANT PICTURE YOU GET WITH THE NEW 24-INCH "BAYLOR". EBONY FINISH. MODEL 24S512, \$299.95.

The big new television thrill from RCA Victor—

BIGGER-THAN-LIFE 24-INCH TV WITH THE "ALL-CLEAR" PICTURE

TV entertainment has come of age . . . with today's bigger, more spectacular programs. But you miss half the fun of a king-size show when it's squeezed into a small-size screen.

That's why the new and beautiful RCA Victor 24-inch table models make such happy news. For only \$299.95—less than you might pay for many a smaller-screen set—you can now have a picture that's actually bigger-than-life!

What's more, RCA Victor TV sets are the only ones with the famous "All-Clear" Picture—and that's all-important with 24-inch TV. You see, as the picture grows bigger, fine picture quality becomes increasingly necessary. The RCA Victor "All-Clear" Picture—with 212% greater contrast—is TV's finest and clearest. It's another RCA Victor exclusive!

All RCA Victor 24-inch sets also have such advances as "Golden Throat" Fidelity Sound . . . "Magic Monitor" chassis for finest reception possible . . . new light-up tuning. See the great variety of handsome RCA Victor table models and consoles now on display at your RCA Victor dealer's. See for yourself why every year more people buy RCA Victor than any other television.

Enter the Kraft Parkay Margarine Color TV Contest. 45 RCA Victor 21-in. Color TV sets as first prizes. Get details from your RCA Victor dealer or your grocer.



RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA

Top value—peak performance—at every price level—\$149.95 to \$500

Suggested VHF list prices shown, subject to change without notice. Slightly higher in far West and South. UHF optional at extra cost. RCA Factory Service is available in most TV areas, but only to RCA Victor TV owners. Ask your dealer.



212% GREATER PICTURE CONTRAST—by actual scientific measurement—in RCA Victor's famous "All-Clear" aluminized picture tube. A sharp, clear picture like this is all-important in bigger-than-life 24-inch TV...and RCA Victor brings it to you.



Something New for the Birds

MODERN HOUSES HAVE STRANGE PLASTIC SHAPES AND BRIGHT COLORS

This spring, when the birds fly north, they will be faced for the first time with a dilemma that faces many men—whether to settle in a modern home. For in addition to the traditional birdhouses will be dangling these strange objects, designed by Architect George Nelson for birds that nest near modern homes.

Built of plastic, Nelson's nests have ventilating holes at the top and drains at the bottom. Each is composed of two

halves which can be separated for cleaning. The heart-shaped and pear-shaped houses and the Yo-Yo-shaped houses with elliptical holes are for wrens. The flat-topped houses are for swallows and the barrel-shaped houses for bluebirds. The houses cost \$5. At lower right is an enameled aluminum bird-bath which costs \$10. All go on sale for the first time this month, but no one knows how the birds will take to the gaily colored homes—or even recognize them as birdhouses.





WEEKS OF WORK before showing found Jacques Fath's widow (seated) putting in 10-hour day in studio, supervising staff, overseeing every outfit.

New Head at House of Fath

DESIGNER'S WIDOW CARRIES ON



JACQUES FATH

As buyers descended on Paris for the spring collections, their interest centered on the fate of the house of Fath whose great couturier had died last November at 42. During the stunned days when Fath's firm might have collapsed, no one left his staff of 600. Geneviève Fath, his wife and first model, took over the job of organizing the next collection. Beginning in December his staff, with Mme. Fath as the boss, worked long dedicated hours to produce 126 designs, winding up minutes before last month's showing. There were beautiful ball gowns, day clothes that looked young as well as stylish, and amusing accessory ideas (opposite page). Reporters found plenty of the Fath flair and concluded that Mme. Fath had added "charm of the feminine touch . . . to traditional gaiety of Fath dresses. . . ." Equally welcome and more tangible praise showed in the sale of nearly 600 outfits (average price \$600) in two weeks.

AMID HER COLLECTION Geneviève Fath sits surrounded by Fath mannequins, the prettiest in Paris, who wear representative new outfits (from left): cotton beach poncho and black witch hat, satin ball gown with heavy necklace, a witch hat in white, silk print afternoon dress, satin cocktail dress in Matisse orange and wool middy dress with starched collar. Mme. Fath wears mourning, a cross her only jewel.

CONTINUED ON NEXT PAGE

New Deodorant Discovery!

A greaseless anti-perspirant
that lets your skin "breathe"

- Goes on dry • Underarms are absolutely *dry* in seconds—stay *dry*
- *Ends* danger of perspiration moisture and odor
- Unique new formula contains nothing to stop skin's natural "breathing"
- First and only greaseless, full-strength anti-perspirant stick

AT LAST! A deodorant and anti-perspirant that goes on dry . . . invisibly—without a trace of greasiness . . . without a drop of moisture! It's new Fresh Stick Deodorant.

No sticky fingers
No messy drip
No gummy feeling!

You can wear your dark dresses without a worry of whitish rings on the armholes.

You can wear wool dresses or even sweaters without their getting an offensive underarm odor (odor that even cleaning can't take out).

You can apply this deodorant just before you go out—even when you're in a hurry.

No waiting to dry
No risk of spoiling clothes

Unlike old-style deodorants, the new Fresh Stick Deodorant brings you a completely different anti-perspirant formula in a non-greasy, skin-tonic base. This unique new Fresh Stick formula is scientifically balanced to combine the maximum gentleness with the most possible protection against both underarm moisture and odor.

And the new Fresh Stick formula lets your skin "breathe."

New Fresh Stick has the first and

only full-strength anti-perspirant formula that contains:

No messy greasiness
No corrosive acid salts
(that ruin clothing)
Nothing to interfere with your
skin's natural "breathing"

Glide new Fresh Stick gently under your arm. The warmth of your body will release just enough of this miraculous formula to give you day-long protection against odor and moisture. There's no danger of applying too much. No danger of residue that rubs off, ruins clothes.

Neatest—quickest, cleanest
anti-perspirant to apply!

You'll never again go back to old-fashioned deodorants once you try new Fresh Stick. Unique plastic push-up tube holds the stick . . . your fingers never touch it. Kind to sensitive skin, too.

Use Fresh Stick *every day* for complete protection. It's the easiest and quickest way there is to keep your underarms *dry* and *odorless*! New Fresh Stick Deodorant is only 69¢ plus tax.

If you don't find new Fresh Stick Deodorant is far superior to any spray, cream or stick deodorant you've been using, send used stick to Fresh Stick Deodorant, Chrysler Building, N. Y. 17, N. Y., and get your money back.



AT FEAST with top associates in workroom off design studio, Mme. Fath (attacking chicken) continues family party tradition before last rehearsal.

AT REHEARSAL Mme. Fath is vociferous at final collection run-through before the showing. Here she calls for last-minute change in model's outfit.

AFTER OPENING she is momentarily overcome. She is comforted by Mme. Bojenow of French Vogue, who assures her collection lives up to tradition.



CONTINUED ON PAGE 75



Friskies gives
your dog more
**Energy-Building
Protein**
than he'd get
from Beef Steak!

Guard against loss of **vitality**
due to **HIDDEN HUNGER!**

One pound of FRISKIES MEAL gives your dog as much energy-building protein as one and a half pounds of beef! What's more, FRISKIES gives him every food element he is known to need. Up to three times more honest food value than any canned dog food...yet costs less than half as much to feed. Be sure **HIDDEN HUNGER** doesn't rob your dog of his vitality—a condition resulting from foods that fill but do not completely nourish. Keep your dog frisky with...FRISKIES!

*We keep our dog frisky
with FRISKIES!*

ALBERS MILLING CO., DIV. OF
CARNATION COMPANY
LOS ANGELES 36, CALIF.



COPR. 1955, ALBERS MILLING CO.

**THESE TWO PISTON PINS
MAY LOOK ALIKE**

***... but your Chevrolet
knows the difference!***

Twin pins? Sure looks that way, but there's actually a mighty important difference. You see, one is a new Genuine Chevrolet Part.

And just what does that mean? Simply that it was made from the same quality materials and under the same precision conditions as your Chevrolet's original factory-installed piston pins. Of course, there's a lot more to that statement than meets the eye, too. Great facilities like the General Motors Proving Ground and the new Technical Center play an important part in making Genuine Chevrolet Parts the best you can buy for your Chevrolet.

What matters most to you, though, is that Genuine Chevrolet Parts are made to fit right . . . function better . . . last longer. And they're installed by your Chevrolet dealer and leading independent garages and service stations everywhere. A good thing to remember when you need replacement parts for your Chevrolet!

Always ask for Genuine Chevrolet Parts



**Available wherever you go. Made to
fit right . . . function better . . . last longer**

YOUR CHEVROLET DEALER



**You benefit
from tests like this**

Rugged road tests like this at the General Motors Proving Ground are part of the Genuine Chevrolet Parts program of constant improvement.



Your whole family will enjoy Bigelow Siboney. It's designed to make your home just as comfortable and livable as it is beautiful. And here's why...

Its firm, thick pile absorbs noise so effectively, the

children can play to their hearts' content, while father relaxes in peace and quiet. Bigelow Siboney broadloom is so luxuriously soft, it cushions the children's falls, protects them from floor drafts, too.



Home is so much more fun with

Bigelow SIBONEY Broadloom



SIBONEY is a Bigelow Wilton. And that's good news to mother. It assures her that Siboney is woven with a superabundance of 100% virgin wool yarns. That means maximum wear with minimum care.



SIBONEY'S elegant three-dimension design lends itself perfectly to modern or traditional furniture, or a happy combination of the two. See it at your Bigelow retailer's today. It's every inch a luxury carpet... until you get to the price tag.

Why it pays to buy your carpet from a Bigelow retailer



The Bigelow Sample-Bar puts a wide variety of Bigelow colors, styles and prices at your finger tips, makes carpet shopping a pleasure.



The expert service of your Bigelow retailer can save you time, trouble and money. You get the carpet that really suits your needs.



Easy budget terms. Enjoy your carpet as you pay for it on your Bigelow retailer's easy budget terms. A small down payment makes the carpet yours.

Bigelow
Number 1
name in Carpets



FORESHORTENED A is formed by narrow leather belt under bosom of Dior's navy wool suit which is worn with a tweed coat.

DIOR GETS AN A FOR AN 'A'

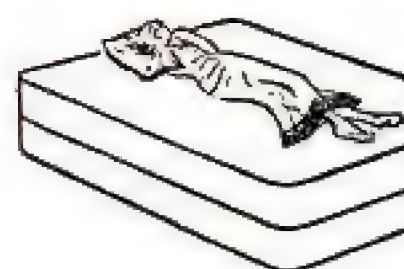
While Mme. Fath provided the emotion for the spring showings, Dior provided most of the hubbub. Having crammed his controversial "flat" silhouette last fall into the confines of the letter "H," Dior this season designed around the letter "A." The shoulders of outfits were slightly narrowed; the skirts were made a bit wider; a vacillating beltline provided the A's crossbar which was placed high or low. In a season of good collections, Dior's caught on best and he was still serenely ensconced as the most influential couturier in the world.



ELONGATED A appears in Dior's flannel outfit. Slim-shouldered coat is double breasted and widened over hips. This was his most popular design.

CONTINUED ON NEXT PAGE

Only 1 Mattress (and no other!) has this Invention



-that...insures medically correct sleep posture (banishes a leading cause of morning backache)



-that...enlarges the sleeping area 33% (sag-free firm support even at the edges...never that "falling out of bed" feeling)



-that...adds years of comfort and wear (certified in tests by famous Foster D. Snell Laboratories)

- only

SPRINGWALL
Mattress

has it!



Illustrated: Springwall
Quiltress
quilted upholstery thru-out. Smooth sleeping surface. \$69.50. Others from \$49.50.

TIRED MUSCLES REST BETTER ON SPRINGWALL
Springwall supports your muscles at the 4 vital pressure points, where doctors say you need support for healthful, relaxing sleep.



Springwall's secret: like so many other great improvements, the Springwall invention is really simple. Around all 4 edges of the mattress are 12 resilient-steel supports. They reinforce the entire sleeping surface, hold it firm 'as never before. Sag-free firm, not only at the edges but firm from edge to edge! Simple, yet that's why Foster D. Snell Laboratories certify Springwall best! Best on every vital factor specified by doctors who responded to a nation-wide survey. Why deny yourself the benefits of the Springwall invention? Insist on a genuine Springwall at your dealer's.

GUARANTEED FOR 10 YEARS AGAINST STRUCTURAL DEFECTS BY THE MAKERS OF THESE GREAT BRANDS

SOUTHERN CROSS Springwall - SOUTHERN SPRING BED COMPANY, Atlanta, Ga.
ECLIPSE Springwall - ECLIPSE SLEEP PRODUCTS, INC., New York, N. Y. - Los Angeles, Cal.
TIGER BRAND Springwall - HAGGARD & MARCUSSON CO., Chicago, Ill.
KING KOIL Springwall - THE UNITED STATES BEDDING CO., St. Paul, Minn.

No more tears

from "soap in the eyes"



NEW

Johnson's
**BABY
SHAMPOO**

Johnson & Johnson

**WON'T BURN
or IRRITATE eyes!**

- Leaves hair shining, easy to comb
- Pure, gentle, safe
- Wonderful for all the family — **59¢**

FATH CONTINUED

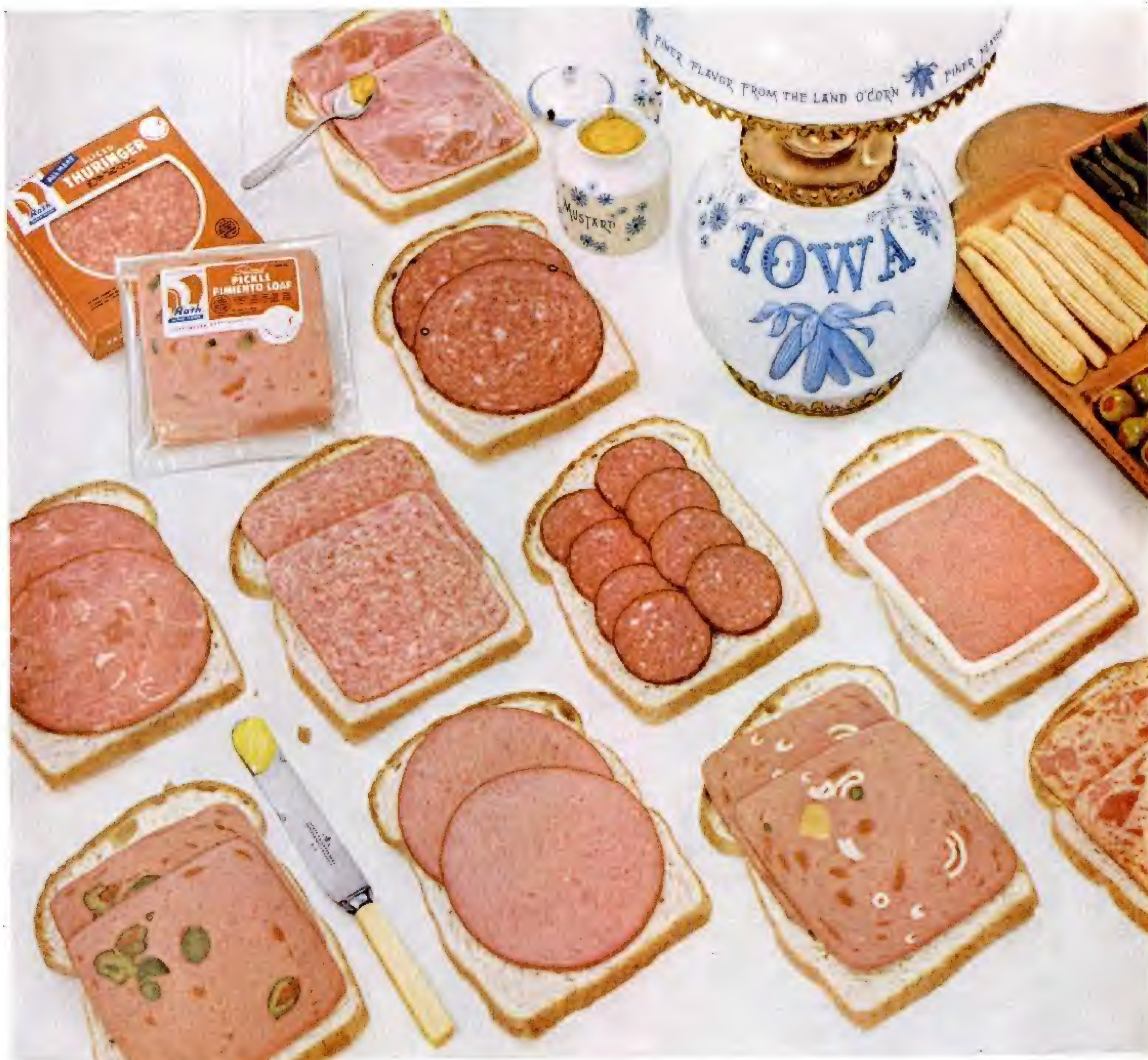
THE NEW POSES OF PARIS



EASY STANCE comes naturally in Chanel's jersey suit with stripes copied on hat. Following her re-emergence in the Paris couture (LIFE, March 1, 1954), Chanel had small and successful collection.

STIFF ATTITUDE is struck by model wearing Balenciaga's long, barely shaped linen tunic. Balenciaga showed seven tunics which were popular with U.S. buyers who will add belts for "wearability."





THE RATH PACKING CO., WATERLOO, IOWA

...eeny, meeny, miney, mo... Iowa style

What will it be?

Robust Liver Cheese? Hearty Pork Pepper Loaf? Maybe spicy slices of Thuringer or Party Salami or mild pink circles of Bologna for the kids.

But regardless of what you "eeny-meeny-miney-mo" from the 25 different varieties of Rath Black Hawk Sliced Meats—there's a heap of good eating in every one!

For we use rich and ruddy beef, Iowa

corn-fed pork, succulent veal. We dip deep into our spice box to season lovingly. We cook to a turn. No wonder these sliced meats are way up in a class by themselves.

They're neatly sliced, all ready for sandwiches, appetizers, for your supper meat platter. And they're vacuum-sealed, to keep those zesty flavors *fresh* all the way from Ioway to you.

Rath Black Hawk Meats

FINER FLAVOR FROM THE LAND O' CORN



Rath makes over 1000 meat products—but when you try any one it's one in a million!

THE WORLD'S GREAT RELIGIONS

THE PATH



OF BUDDHISM

MILLIONS OF ASIANS FOLLOW A GENTLE SAGE WHO FOUND THE WAY TO ENLIGHTENMENT

FROM the island of Ceylon to the islands of Japan, and throughout large sections of the Asian mainland, hundreds of millions of people—perhaps as many as 500 million—believe in a gentle and peaceable religion called Buddhism. Many Western thinkers, who have come to know its yellow-robed monks and have investigated the vast libraries of their quiet monasteries, consider it one of the noblest edifices of thought ever created by the human spirit. It is, as a whole, one of the most rational of the world's great religions, for the system of human conduct that it preaches relies very little on the supernatural.

In its history, which stretches back for 2,500 years, Buddhism has been one of the greatest civilizing forces the Far East has ever known, stimulating art and contributing profound ideas to the great Tang Dynasty culture of China in the Seventh to Tenth Centuries, A.D. and bringing civilization to Japan. Today it is the state religion of Burma, Thailand, Tibet, Cambodia and Laos, the dominant religion of Ceylon and a faith to which vast numbers of Chinese and Japanese turn for spiritual purpose. With Christianity and Islam, Buddhism is one of the three great international religions of the world.

In Buddhism there are two great schools of doctrine: Hinayana Buddhism, which is followed by southern Asians, and Mahayana Buddhism which is followed in China, Japan, Tibet and Mongolia. Both these doctrines owe their basic teachings to one of history's great religious leaders, a man named Siddhartha Gautama who was born in what is now Nepal near the border of India in about 563 B.C., and whose life, like that of Jesus Christ, became a profound example to millions of his fellow men.

Stripped of the accretions of poetic oriental legend with which centuries of Asian imagination have surrounded it, the life of Gautama, or "The Buddha" as he was later called, is one of the great and simple

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ON THE SACRED MOUNTAIN of Sri Pada in Ceylon, reverently enclosed in a shrine atop the 7,760-foot peak, the footprints of Gautama the Buddha are venerated by devout pilgrims from all over southern Asia. Climbing the mountain (*left*) in an antlike stream, the pilgrims await the dawn (*above*), believing that the rising sun dips up and down for a moment on the distant horizon, signifying its respect for the memory of Buddhism's great teacher.



GOLDEN BUDDHA in Bangkok's great Wat Bovornives monastery is worshiped by a group of yellow-robed monks during a ceremony in which they confess their sins. Over the head of the image another larger Buddha gazes

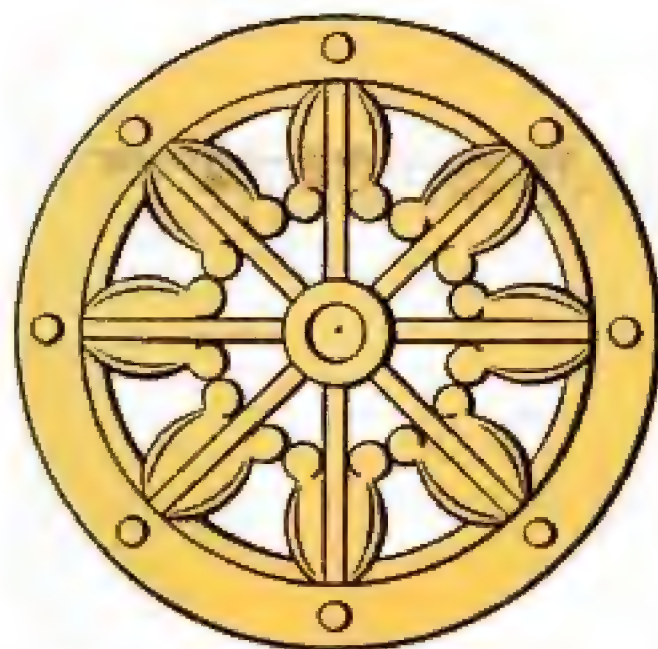
downward in meditation. Both of these images are in the position with right hand pointing earthward that Gautama is supposed to have taken during his ordeal, when he called on the earth to witness the steadfastness of his aim.

biographies of religious literature. Son of an aristocratic Hindu chieftain of the second, or warrior caste ("Hinduism," LIFE, Feb. 7), Gautama was brought up in princely luxury. "I had," one of the sutras, the ancient Buddhist scriptures, quotes him as saying, "three palaces, one for the cold season, one for the hot and one for the season of rains. Through the four rainy months, in the palace for the rainy season, entertained by female minstrels, I did not come down from the palace. . . ."

Like the other aristocratic boys of his time, Gautama excelled in sports, notably archery, and in an archery contest he won the hand of a beautiful wife by whom he had a son. This life of luxury and domestic happiness, however, was not enough for Gautama. Despite his father's orders that he remain in his palaces, he mounted his chariot and rode out into the world where, for the first time, he saw the spectacle of human suffering. After observing an old man, a sick man, a dead man and an ascetic, Gautama returned to his palaces profoundly troubled by the misery that lay around him. Then, one night, he left his sleeping wife and child in the spirit of Indian renunciation and departed from his luxurious home to take up the life of a wandering mendicant, shaving his head and clothing himself in the yellow robes of a monk.

Gautama at this time was a young man of 29 and he had made up his mind to solve the riddle of life. For six years he sought a solution. He tried various methods of meditation. He tried mortification of the flesh in the company of five Hindu "holy men" until, through starvation, he became dreadfully emaciated. But this taught him nothing. Soon he began to eat normally again and the "holy men" left him in disgust. Finally he seated himself under a tree—the sacred Bodhi tree—to think and vowed that he would not move until he attained the secret of enlightenment. In a vision the armies of Mara, evil tempter of the world of passion, attacked him with storms, rain, rocks and blazing weapons, and Mara himself offered him the wealth of the world if he would desist from his purpose. But Gautama sat unmoved, calling on the earth beneath him to witness the steadfastness of his aim. The armies of Mara fled.

After 49 days of meditation under the tree, Siddhartha Gautama



WHEEL OF THE LAW, or wheel of doctrine, is Buddhism's symbol. Spokes represent the Eightfold Path.

achieved the enlightenment he was seeking and thereafter became known as the Buddha, or "the enlightened one." He arose and made his way to the holy city of Benares where, in a park outside the town, he met again the five ascetics who had been his former companions and preached to them his first sermon on the meaning of life. Thereafter, for 45 years the Buddha traveled up and down northern India preaching and making converts to his religion. One day after eating some indigestible food, Buddha became very ill, and, calling his disciples around him, pronounced his last words on the impermanence of all things. "Work out your salvation with diligence," he added. Having said these words, he passed on to the Nirvana which his religion describes as the ultimate end of all aspiration.

What the Buddha learned during his long meditation under the Bodhi tree and later taught as the basis of his doctrine must be considered against the background of traditional Hindu beliefs that surrounded him, for Gautama was born a Hindu, and Buddhism itself was a protestant revolt against orthodox Hinduism. From Hinduism, Buddha inherited and accepted certain age-old concepts and these were taken for granted in Buddhist thought. One of these was the idea that all living beings go through cycles of birth, death and rebirth, and that they are destined to be reborn into the world over and over again. Another was the doctrine of karma, the cosmic law of cause and effect by which virtuous conduct is rewarded in future reincarnations and bad conduct leads to retribution. Another was the conception of the world as an abode of ignorance and sorrow from which wise men should seek release. Still another was the idea of renunciation: that the path of wisdom lay in taming the appetites and passions of the flesh.

But while he agreed with the Hindus on these concepts and objectives, Buddha disagreed about the methods by which the objectives were to be achieved. His experiments with violent austerity had convinced him that the spectacular mortifications of the body practiced by many Hindu ascetics of his time were vain and useless. He preferred what he called the Middle Way between asceticism and self-indulgence and believed that the wise man avoided both these extremes in a life of calm detachment.

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NIRVANA, into which Gautama the Buddha entered at his death in about 483 B.C., is symbolized by this reclining Buddha statue carved from the living rock in the famous Ajanta Caves in central India. The Ajanta caves, an

aggregation of Buddhist shrines and monastery halls dug into a rocky hillside in the mountains of Hyderabad province northeast of Bombay, are filled with magnificent sculptures and frescoes done between 200 B.C. and 600 A.D.

He also disapproved of the Hindu caste distinctions, believing that all men were equal in spiritual potentiality.

The kernel of his teaching lay in two great pronouncements which formed the subject of his first sermon at Benares and which have since been known throughout the Buddhist world as the Four Noble Truths, and the Noble Eightfold Path. The Truths deal with the cause and cure of human suffering, and the Path is the practical technique of action by which the cure can be achieved.

The Four Noble Truths are: 1) Suffering is universal; 2) The cause of suffering is craving, or selfish desire; 3) The cure for suffering is the elimination of craving; 4) The way to eliminate craving is to follow the Middle Way whose technique is described in the Noble Eightfold Path.

The Noble Eightfold Path consists of 1) Right knowledge, 2) Right intention, 3) Right speech, 4) Right conduct, 5) Right means of livelihood, 6) Right effort, 7) Right mindfulness, 8) Right concentration.

For Buddhists the practice of the virtues indicated in these short and rather cryptic phrases forms a method of self-discipline that will lead to a life of good works and inner peace of mind. For all Buddhists the third and fourth of these phrases have been extended, in more specific form, to comprise a practical code of conduct which is known as the Five Pre-

cepts. These are: 1) To abstain from taking life, 2) To abstain from taking what is not given, 3) To abstain from illegal sexual pleasures, 4) To abstain from lying, 5) To abstain from intoxicants which tend to cloud the mind. Ultimately, for the good Buddhist who has finally achieved enlightenment, lies Nirvana, the spiritual goal. Nirvana is, strictly speaking, a permanent state toward which Buddhists aspire. It is impersonal ultimate reality.

In developing these basic ideas, Buddhists formed a unique doctrine about the self. The self is not, as many Hindus believe, a part of an all-pervading entity or Absolute which Hindus call Brahman. It is impermanent and made up of states of mind and matter which are in a continual process of change. If a man comes to a true realization of self, he loses all craving for worldly pleasures and possessions and can turn toward the ineffable, or Nirvana.

This realization, however, can come only after long and laborious effort. Through good and self-denying deeds and thoughts one is purified through successive lives. The road is hard, and one is bound for many lives to the cosmic merry-go-round which is called the Wheel of Rebirth—the Buddhists believing, as do Hindus, in transmigration. But in the end, by perseverance, one's insight leads to the sudden discovery of the truth and final release from the Wheel, which is Nirvana.

The principle of the changing self which, for unworldliness and pure idealism, is matched in very few of the world's other great religions, causes the good Buddhist to renounce all attachment to passing phenomena of the world. Even Buddha himself, among Hinayana Buddhists, is not worshiped as a man or a god but as the embodiment of a principle of enlightenment. There were, they believe, many Buddhas before Gautama, and there will be many more after him until the end of time. He was merely one human vehicle for an eternal spiritual concept. This is one reason why the thousands of images of Buddha which stand in temples throughout Asia are not realistic portraits of an individual human being but idealized symbols, and this is what gives them, to Western eyes, a rather weird and impersonal appearance.

Buddhism generally stands aloof from the affairs of the world. It has no centralized authority, no pope, no elaborate ceremonies of conversion. One can become a Buddhist by practicing the principles of the Eightfold Path. It requires no adherence to legalistic requirements as does Orthodox Judaism and no act of submission as does Islam. Buddhism is not so much a set of rules as a technique of action by which the individual can gradually divest himself of his worldly desires and finally achieve the spiritual tranquility of selflessness.

Because the practice of Buddhism in its ideal form demands detachment from the turmoil of daily life, it has become to a great extent a monastic religion. Though the majority of Buddhists are laymen who practice few austerities and who live and worship as simply as the laity of other religions, the ideal Buddhists are the monks who follow its path more strictly and who live either in solitude or, more often, in the great monasteries which are scattered throughout the Buddhist world. In some countries, like Thailand and Burma, virtually all Buddhist males spend at least a few weeks of their lives as monks, regarding this period as apart of their education. Almost all go back to a lay life, though in Tibet, where Buddhism has reached a somewhat degenerate form called Lamaism, monks constitute about one third of the male population and are the rulers of the state.

Nearly everywhere the Buddhist monk performs certain acts for the layman. He officiates at funerals, performs ceremonies in the monastery temples and takes over the religious education of the young. But his main function where the layman is concerned is to serve as an example of the Buddhist way of life and to point the way toward Nirvana. The Buddhist monk lives a life of the utmost simplicity and spends much of it in meditation. He owns almost no personal property and is supposed to get his food only by begging. His belongings include only his robe, an alms bowl to beg his food with, a needle, a string of 108 beads which he counts while meditating on the qualities of the Buddha, a razor to shave his head with, and a filter to strain insects from his drinking water lest he inflict suffering on living things.

Certain Buddhist sects of Korea and Japan permit their monks to marry, but most Buddhist monks are celibate. They are permitted meals only before noon, made up of the food they have been given, and their diet is usually vegetarian, though they are expected to eat whatever is offered them. The three essentials for the Buddhist monk are poverty, celibacy and inoffensiveness. He follows strictly the Buddhist rule against harming any living thing. Except for a few powerful and violent priests who fought against factions of nobles during the feudal era of medieval Japan, Buddhist monks have usually been strict pacifists. The international brotherhood of Buddhist monks which has guarded the traditions of the faith for 2,500 years in Asia, is one of the oldest established religious institutions in the world.



BEGGING for their food at dawn on a main thoroughfare of Bangkok in Thailand, Buddhist monks carry a large wooden begging bowl, incense sticks and a lotus flower which is the universal Buddhist symbol of purity.



VIRTUE OF INOFFENSIVENESS, traditionally practiced by good Buddhists, is represented in the shy behavior of Ceylonese monks who carry palm-leaf umbrellas to hide their faces from passers-by as well as from the sun. These

monks, like those of Burma and Thailand, wear yellow or orange robes, usually go barefoot and carry begging bowls (here covered by their garments) into which pious Buddhist laymen put offerings of rice, vegetables and other food.

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FEAST, to which relatives and friends of Buddhist family are invited, precedes the initiation of youngsters into their role as young monks. Occasion is the most expensive and most solemn event in the social life of a Burmese

Buddhist family. A special pavilion is built to house the numerous guests; food, music and presents for the participating monks are provided. Ceremony depicted on these pages cost the host, a Mandalay pediatrician, about \$2,000.

RENUNCIATION Children learn message of Buddha

The boys of devout Buddhist families learn at a very early age of their religious ideals of humility and monasticism. The 4-year-old Burmese boys on these pages are re-enacting, in a ceremony in Mandalay, Gautama's renunciation of the world and its pleasures for a life of meditation and poverty. For the boys the ceremony is the most impressive of their lives, exceeding in importance and expense even Burmese marriages and funerals. All participants in it, including the adult visitors,

acquire merit from the ceremony which helps them to approach their next incarnation with increased good karma, their fund of virtue. When the ceremony is over, the boys will spend at least one night in a nearby Buddhist monastery where they will get their first taste of the monkish life that is thought by all good southern Asian Buddhists to be the ideal earthly existence. Most of them at the age of 20 will enter a monastery for about three months. A few of them will permanently become monks.



PRINCELY DRESS, symbolizing the luxurious youth of Gautama, is worn by Burmese boy at the beginning of his initiation ceremony. Boy's father puts the finishing touches to the elegant garments which will shortly be discarded.



SHAVED HEAD, symbolizing Gautama's decision to forego the pleasures of the world, is next step in the initiation. Princely garments have been removed, and the child is impressed by his elders with the vanity of all earthly frivolity.



IN A MONK'S ROBES, which replace the elegant clothing with which the initiation started, the boy carries a begging bowl. His grandfather, who has sponsored the entire ceremony, adjusts the orange robe about the youngster's

small shoulders. Next step is for a Buddhist monk to say solemnly with the boy the sacred "Three Refuges": "I seek the refuge of the Buddha; I seek the refuge of the Dharma (law); I seek the refuge of the Sangha (order of monks)."

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RELICS

Gautama's remains

Ever since the death of Gautama the Buddha in about 483 B.C., relics of his physical body, including his teeth and hairs from his head, have been carefully preserved and enshrined. This custom, which might not seem in accord with the comparatively rational tenets of Buddhism, involves homage to Gautama's person, not in itself but as a symbol of the Buddhist way. To house the relics, Buddhists have built dome- or towerlike shrines which are found in cities and in the countryside throughout the Buddhist world. These shrines are known generically as stupas, or pagodas, and monks and laymen alike, especially in south Asia, flock to them to walk around them in the practice known as circumambulation, to make offerings of food and flowers and to meditate on Buddha's teachings. Since there are only a limited number of authentic relics, some of the millions of stupas in Asia contain other reminders such as images, sacred writings and prayers.

In some places, like the ancient holy city of Pagan in central Burma

DOME-SHAPED STUPA, housing sacred Buddhist relics on the outskirts of Mandalay, is guarded by colossal white statue of a lion past which monks walk on their way to worship, shading themselves from hot sun with parasols.



are enshrined in sacred stupas

(below), stupas are so numerous that they seem to dominate the entire landscape. Pagan, built in the 11th Century by a devout and benign Buddhist king named Anawrahta, originally consisted of some 1,000 buildings and was one of Buddhism's great outposts. Largely demolished by the famous Mongolian conqueror Kublai Khan in the 13th Century, it now contains the still impressive ruins of some 850 stupas, monasteries and temples.

Buddhist stupas are the center of many of the activities practiced by laymen in order to acquire merit that leads to rebirth in a better life and thus constitutes a step toward final achievement of nirvana. Building stupas is in itself an act of merit, but there are other, simpler ways in which a layman may acquire merit: through offerings (*right*), through pilgrimages, through meditation, through helping feed the monks, through assisting in the upkeep of the stupas (*next page*). Merit may also be acquired by participating in public ceremonies (*below, right*).



OFFERINGS OF FLOWERS are placed by a Ceylonese family on a shelf at the base of a large whitewashed stupa during ceremony commemorating the legendary visit of Gautama to Ceylon. Act will gain merit for entire family.



HOLY CITY of Pagan, on Irrawaddy River in Burma, is a forest of stupas, many ruined but some still kept up and the goal of pilgrimages.

HOLY REMINDERS of Gautama are enshrined in miniature stupa in Ceylon, which is reverently carried by an important layman at a ceremony.

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PUTTING ON GOLD LEAF which they have bought, laymen clamber over the outside of the Shwe Dagon Pagoda's central tower. This act of merit can be done only by men. Women may buy gold leaf but must hire men to apply it.

SWEEPING THE PAVEMENT of the Shwe Dagon Pagoda, Burmese government officials perform an act of merit. The pagoda, which covers hilltop in Rangoon, consists of spired shrines surrounding a central tower (*above*).

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SPREAD OF BUDDHISM, shown on this map, started at Benares where Gautama first preached. By 800 A.D. it had flowed into parts of Asia included within heavy line. Later it disappeared from India and its influence shrank to present extent shown in shaded territory. Solid color shows countries which at present are dominantly Buddhist. Lighter shading shows area where Buddhism is less strong. Dotted lines are routes of famous Chinese pilgrims. Buddhist shrines, known as stupas, pagodas, dagobas and chortens, show variations in Buddhist architecture. Kapilavastu is Gautama's birthplace.

THE CONVERSION

A doctrine of salvation through faith was added to Buddhism as it swept north,

During the first 300 years after the death of Gautama, Buddhism spread throughout India and to the neighboring island of Ceylon. The great Indian emperor, Asoka, who reigned from 269 to 237 B.C., was so impressed by its doctrines that, after a career of bloody conquest, he fore-swore war and made the peaceful tenets of Buddhism into a state religion. For a while it was dominant over Hinduism. In time men from northern Asia, following the mountain trade routes across the Himalayas, learned something about the new religion of enlightenment and brought back reports to the cities of China.

About 65 A.D. a Chinese emperor, according to a legend, dreamed that a golden image of the Buddha appeared from out of the west and dispatched messengers beyond the Himalayas to find out about the

mysterious source of this dream. Indian Buddhist monks gradually made their way northward across the mountain passes as missionaries, and Chinese pilgrims traveled in the opposite direction seeking information and opportunities to worship at the shrines where Gautama had lived and taught. Two of these pilgrims became as spectacular figures in the annals of travel as Marco Polo (see routes on map above). One of them, Fa-Hsien, left China in 399 A.D. and after incredible hardships in central Asia spent 15 years in India compiling an eyewitness account of that country which is still studied by historians. The other traveling monk, Hsüan-Tsang, left China in 629 A.D., crossed the Gobi desert, Sinkiang and what is now Afghanistan, spent 16 years in India and returned laden with books and manuscripts. Hsüan-Tsang



Horyuji Pagoda

JAPAN

* Nara



A. Petrucci

OF ASIA

bringing consolation to the common man

subsequently translated Buddhist literature so extensively that what is ascribed to him and his pupils in Chinese amounts to more than a thousand volumes. The court of the great Tang Dynasty, during which he lived, became filled with converts to Buddhism. Some of the greatest artists in Chinese history were devoting themselves to Buddhist subjects, and in the streets of the old Tang capital of Changan (modern Sian), Buddhist scholars could be found discussing their doctrines with Confucianists, Taoists, Zoroastrians, Manichaeans and even Nestorian Christian missionaries from the Near East. Buddhism itself proved to be one of the hardiest of them all, and its teachings ramified into many different sects, some of which exist down to the present day.

Meanwhile, in the Seventh Century A.D., the great Japanese Prince

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AMITABHA BUDDHA, redeemer of northern Buddhism is symbolized in this 42-foot statue sitting in eternal meditation at Kamakura, Japan. Long ear lobes denote aristocratic birth. Mark on forehead is symbol of spiritual insight.

GODDESS OF MERCY, Kuan Yin, depicted in this Chinese statue, is known in Japan as Kwannon. Originally an Indian male deity, she took on female attributes among the Chinese, who carried her to Japan. Lotus recalls her Indian past.

PATH OF BUDDHISM CONTINUED

Shotoku Taishi became converted to Buddhism, which had reached Japan through the sea routes from Korea, and established it as a national religion. The Japanese, who had heretofore been largely a nation of illiterate and primitive fishermen and farmers, accepted the new doctrines along with the whole culture of Tang Dynasty China. Shortly afterward, about 750 A.D., an Indian Buddhist monk named Padma-Sambhava crossed the mountains into Tibet, where Buddhism had already existed in scattered monasteries, and preached there a different and peculiar form of the doctrine known as Tantrism. Tantrism was a mixture of Mahayana Buddhism and certain magical and mystical doctrines derived from Hinduism. This together with the age-old sorcery and demonolatry practiced in Tibet made up Tibetan Lamaism. In its popular aspects it involved prayers, ritual dances and the exorcism of devils. Out of it, in Tibet, grew a theocratic state dominated by the Dalai and Panchen Lamas, who are believed to be the living incarnations of Buddhist holy beings of the past.

Wherever it penetrated, Buddhism brought with it high ethical concepts: tolerance, nonviolence, respect for the individual, love of animals and nature, belief in the fundamental spiritual equality of all human beings. It also stimulated the production of much of the greatest art Asia has known. The superlative art of Gupta period India, still preserved in the frescoes of the Ajanta Caves northeast of Bombay, was predominantly Buddhist in inspiration. So was the art of the Tang Dynasty, the golden age of Chinese civilization, and much of the tradition of literature and art that Japan learned from the Chinese and finally made its own. In the south, helped by vigorous Indian trade, these concepts of ethics and art spread to Indonesia and to what are now Burma and Thailand. In the latter two countries Buddhism became so firmly rooted that these can be described today as, along with Ceylon and Tibet, the most devout Buddhist nations of the world.

Then, after having helped spread its high culture to eastern Asia, Buddhism died out in India, the country of its origin. The Brahmins, proprietors of the ancient and orthodox religion of Hinduism, which Gautama had defied, succeeded in absorbing it and Moslem conquest wiped out its last vestiges. Paradoxically, and curiously, India, which gave Buddhism to the world, has contained relatively few Buddhists since the 12th Century A.D.

From early times the type of Buddhism practiced in China, Japan and Tibet differed from that of the south Asian Buddhists which has been described in the preceding pages. This difference was due to some extent to variations in national temperament, but it can be traced back to about 200 years after Gautama's death when a group of his disciples disagreed on the interpretation of his teaching and preached a doctrine which was less rigorous and more easily adapted to the needs of the common man. This doctrine became known as Mahayana, or "the greater vehicle," and its members referred to the orthodox southern Buddhism as Hinayana or "the lesser vehicle." Mahayana Buddhism spread in the north, and its tenets differed so greatly from those of Buddhists in Ceylon, Thailand and Burma that they constituted almost a different religion.

Mahayana Buddhism, matured mainly in the free religious atmosphere of Tang Dynasty China, sought a way to make Buddhism a religion of the masses. It found the monkish life of the south too demanding and austere for ordinary people and it searched for a method by which enlightenment might be achieved more simply. Where the ideal Buddhist of the Hinayana groups remained the "Arhat" or holy man who attained enlightenment for himself alone, the ideal Buddhist of the Mahayana became a saintly figure known as a "Bodhisattva," a holy man who had vowed that he would not enter Nirvana until the whole human race had achieved salvation with him. For the common man monasticism was obviously too demanding and for him, a majority of the Mahayanists taught, faith and devotion were enough. In the north, salvation by faith became one of Buddhism's basic tenets, and the austere figure of Gautama became superseded by a glorious redeemer, a god known as the Amitabha Buddha or the "Buddha of Infinite Light" to whom prayers of the faithful were addressed. Unlike Gautama, the Amitabha Buddha was not an actual historical person. It is the Amitabha Buddha, and not Gautama himself, who is represented in many of the great Buddha images of China and in the famous gigantic Buddha of Kamakura, Japan. His dominant virtue is not philosophical detachment or discipline, but compassion. He inhabits a heaven known as the "great western paradise" or the "pure land" to which all good Buddhists, monks or not, could hope to go.

One ancient book describes this paradise as a place "surrounded by radiant beams and brilliant jewels of untold price. In every direction the air resounds with harmonious tunes, the sky is full of radiance, large heavenly birds of paradise are flying to and fro. Some of the beings in



TIBETAN BODHISATTVA, draped with scarves, gazes mysteriously at the faithful in a mountain temple southwest of Lhasa. The malevolent appearance of Tibetan images reflects popular Tibetan notion that they frighten away evil.

paradise are singing in adoration of the Buddha while others are poised in the air in serene meditation. [Amitabha] Buddha sits on a lotus seat like a gold mountain in the midst of all glories, surrounded by his saints."

All this was a far cry from the simple philosophical teachings of Gautama, but its rich imagery and message of hope had enormous power over the masses of northern Asia. Though Gautama continued to be revered in Mahayana monasteries as the great teacher, prayers to the Amitabha Buddha resounded hundreds of times a day from millions of lips from Siberia to the Himalayas and eastward to Japan. Some Mahayana sects also elaborated a conception of hell to which the souls of evildoers passed at death. Meanwhile a goddess of compassion known as Kuan Yin (Japanese, Kwannon) developed to guide the faithful to the promised land. Kuan Yin, who is sometimes compared to the Catholic Madonna, eventually came to occupy a place equal to the great Amitabha Buddha in the affections of the Mahayanists, and statues of her were set up in temples throughout China and Japan.

On the whole, Mahayana Buddhism became a more emotional and less purely philosophical religion than the more austere Buddhism of the south, and it was this emotional content that enabled it to sweep all northern Asia, bringing its message of hope and salvation to illiterate peasants as well as scholarly monks. Today there is still a great schism in the Buddhist world between the two beliefs. The southern Buddhists claim that their doctrines, derived from the old teachings of Gautama, constitute the only true path while those of the Mahayanists are a mixture of Buddhism with doctrines derived from other religions. Mahayanists reply that the rigid teachings of the southern Buddhists are much too traditional and hidebound. The scope and grandeur of Mahayana mysticism, they insist, allow for greater progress and better suit the religious needs of the varying and energetic peoples of the north.

Actually there is a great deal to be said for both points of view. But it is a fact that Mahayana Buddhism has never had the monopolistic hold on the nations of the north that Hinayana Buddhism still maintains in countries like Thailand and Burma. In China, Mahayana Buddhism has always been rivaled in popularity by the other two great doctrines of that country, Taoism and Confucianism, and it has tended, among the masses, to become mixed with superstitious practices such as fortunetelling and image worship. In Japan, which is today the main stronghold of progressive Mahayana thought, Buddhism exists side by side with the ancient Japanese national cult of Shinto with which it has little in common. But Japanese Buddhism has a noble history and, invigorated by reform and a new trend toward social work, is the religion of almost half the country.

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WAR DANCE, performed by monks dressed in terrifying masks and costumes in honor of nature gods thought to inhabit the peaks of the Himalayas, is one of the numerous primitive rites which have become mixed with Buddhism

among the lamas or monks of Tibet and adjacent mountain regions. Tibetan Lamaism spends a good deal of its energies warding off evil, including war. Mask, with tiara of skulls, is designed to scare particularly menacing spirits.

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← **CHILDREN'S FESTIVAL**, honoring Gautama as a child, brings Japanese youngsters into courtyard of Kyoto's Nishi Hongwanji temple. They wear costumes handed down for generations and carry artificial lotus blossoms.

SACRED BIRTHDAY of Buddha is honored in courtyard—where children on opposite page stand—by pouring tea over image borne by papier-maché elephant. By Japanese legend it rained tea the day Gautama was born.

RITUAL Buddha's birthday is observed by Japanese children

Of the world's many millions of Buddhists, 46 million live in Japan where their ancient religion competes with the national cult of Shinto, with Christianity and the secular scientific ideas found in any great modern industrial nation. Nevertheless Japanese Buddhists are very devout, and Japanese Buddhism, reinvigorated by numerous revivalist and reform movements, holds a stronger position in the life of the people than Buddhism does in China and adjacent areas of the mainland. Like all Mahayana Buddhism, that of Japan is divided into numerous sects with variations in doctrine. Most of these sects have a long history in China whence they were imported at an early date by the Japanese. Their doctrines range from those of the vastly popular and pageant-loving Shin sect, one of whose ceremonies is shown on these pages, to the austere, aristocratic, contemplative sects of the Zen Buddhists (*next page*).

Shin shu Buddhists believe in the heavenly Amitabha Buddha and the madonna-like Kuan Yin. Shin shu priests, unlike those of some other sects, are permitted to marry, and the functions of the Shin clergy are often hereditary. Education and other social service work form an important part of its duties. Shin shu Buddhists also revere Gautama, whose birthday celebration is shown in these pictures. He is known in Japan as Sakyamuni, or the sage of the Sakya clan, a reference to the aristocratic Indian family into which he was born.



GAUTAMA AS A CHILD enshrined amid pink flowers is revered by a young Japanese boy carrying a tasseled rosary. After bowing before the small image, boy will pick up ladle and pour a libation of sweet tea over its head.

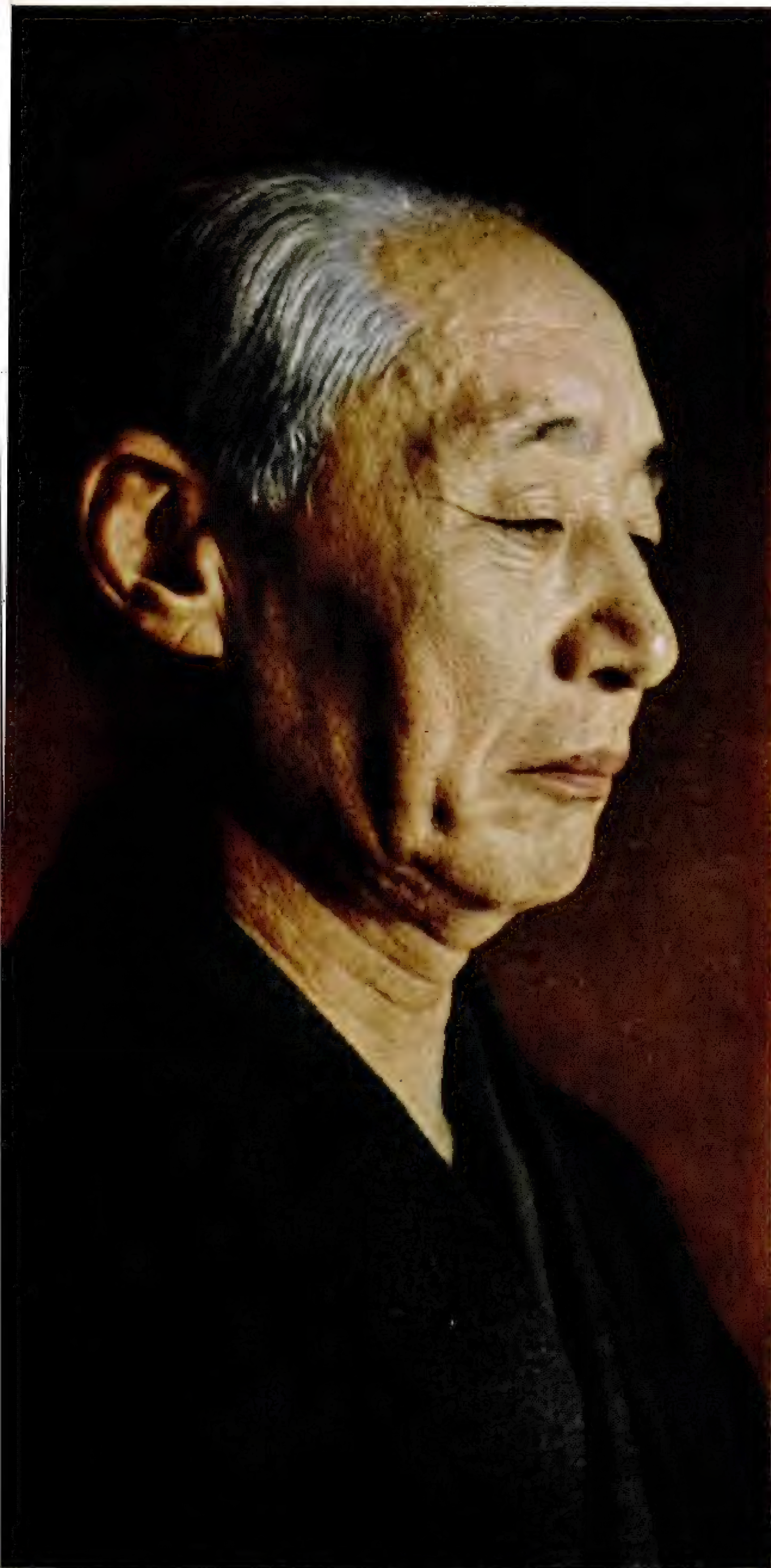
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ZEN Austere sect seeks out truth by meditation and intuition

Once during the life of Gautama the Buddha a disciple approached him with a gift of a golden flower and asked him to preach the secret of the doctrine. Gautama took the flower, held it aloft and looked at it in silence, indicating that the secret lay not in words but in the profound contemplation of the flower itself. From this mystical and legendary act descended the famous doctrine of Zen which is regarded by many scholars as the noblest in Buddhism. It was brought to China at the end of the Fifth Century by the Indian mystic missionary Bodhidharma, a man who is reported to have spent nine years of his life continuously meditating with his face to a wall, saying nothing to anyone. From China, Zen spread in the 12th Century to Japan where its austere disciplines appealed greatly to the stern warriors of the restless medieval period. Today it is still practiced by Japan's second largest (nine million monks and laymen) and most rigorous Buddhist sect.

Except for certain details of conduct Zen bears a much closer resemblance to the austere Buddhism of southern Asia than it does to the other branches of northern Mahayana belief. Followers of Zen believe that enlightenment comes, not from the study of the scriptures or from metaphysical speculation, but from a sudden flash of intuition which occurs during disciplined meditation. Not until after at least 10 years of meditation and rigid discipline can a monk hope to experience this revelation. Accordingly they set little store by books, preaching, discussion or theories. Zen monks train their disciples not primarily with words but with acts, whacking them over the head, shouting at them, setting them difficult tasks and often propounding to them obscure conundrums designed to nudge their minds into a perception of the truth. This perception, they believe, is not to be achieved by logical explanations or readings of the scriptures but by an intuitive revelation, somewhat similar, on a spiritual plane, to the laugh that spontaneously occurs when one has suddenly seen the point of a joke.

Zen is not a theory but a technique of action, and it envelops with religious significance such simple daily acts as tea drinking, gardening and the enjoyment of nature, teaching that they, in some way, contain the essential mystery of life, and that taking part in them becomes a means to understanding. Zen monks lead lives of extreme simplicity, working in the fields, begging for their food, eating a spare diet and meditating (*see picture at right*). Zen monasteries are severe and simple in appearance, and such ornament as they possess is noted for understatement rather than flamboyance. Much of the simple eloquence of Japanese art and much of the formal frugality characteristic of Japanese life are directly inspired by Zen. Recently Zen has attracted a great deal of attention from Western intellectuals and artists who have been drawn to, and stimulated by, its ideas of simplicity and intuitive inspiration.



ZEN MONK Shinichi Hisamatsu, of Kyoto's Myshinji monastery, is a revered master in the sect, and author of books on its way of life. He teaches at a Zen college in Kyoto whose name, Hanazono, means "Flower Garden."

TEA CEREMONY is performed by Hisamatsu according to strict ritual. Here ladle is in prescribed position for dipping boiling water from pot. On opposite page Hisamatsu sits on mat in the attitude of meditation before ceremony.





To ⁷~~6~~ million men
already using today's
new pressure
can lathers:



Williams Instant Lather now gives you a lather with the benefits of Lanolin built in!

For hundreds of years skin specialists have known that nothing in nature equals lanolin (found only in the wool of sheep), as a skin conditioner. The softness, smoothness, and quick healing of the skin on woolhandlers' hands told them that.

So efforts have long been made to blend lanolin into shaving preparations, so it could work its wonders on the inevitable "roughing up" your skin takes from even the sharpest razor. But no way could be found to combine enough pure lanolin with shaving cream ingredients to be effective.

Williams' discovery—Lanotrate²⁵ —revolutionized shaving

LANOTRATE²⁵ is the Williams name for its extract of lanolin which concentrates the magic skin-smoothing elements 25 times.

With this concentrated form of lanolin even a small amount of Williams Instant Lather carries enough lanolin to your face to smooth the way for your razor, and leave your face feeling softer, more

Money-saving offer!



NOW! Because we want you to try it—this specially priced "twin-pack"—a half-year supply! While they last.

fit and supple, younger looking. Regular use of Williams Instant Lather with LANOTRATE²⁵ helps protect your skin against excessive dryness, daily blade scrape; yes, even against hot and cold weather conditions.

Start today to enjoy these skin-comforting benefits—enjoy at last a truly kind-to-your-skin shave.

For the finest in lather
and brushless creams
—use WILLIAMS!

LANOTRATE²⁵ is found exclusively in Williams Shaving Creams: Williams Instant Lather, Williams Luxury Lather and Williams Brushless Glider. The J. B. Williams Company, Glastonbury, Conn.



PATH OF BUDDHISM CONTINUED



BUDDHIST AND COMMUNIST RULERS met when the Dalai Lama (right) came to Peking to see Mao Tse-tung, gave him a ceremonial sash.

TROUBLED TIME

Gentle religion faces Communist threat

When the Communists took over China, they took over the area where northern or Mahayana Buddhism had its greatest growth and counted its greatest number of adherents. Perhaps a third of China's 600 million people might be counted as Buddhists but their Buddhist beliefs are frequently mixed with the doctrines of Confucianism and Taoism. Communism, in doctrine the implacable foe of all religion, is proceeding to undermine Buddhism where it can, and to control it where it cannot. The government of Mao Tse-tung is busy restoring and preserving the great temples and other show places of Buddhism. They do this, however, not to support the religion but to build up the shrines as national monuments. Working steadily but quietly against the religion, the government is depriving China's old monasteries of their land and revenue, forcing monks to work in the fields and factories and doing its best to discredit, through propaganda, their standing as spiritual leaders. Many Buddhist nuns have been forced to work or to marry. Many young monks "volunteered" for the war in Korea.

In Tibet, where a third of the population is in Buddhist monasteries and where Buddhist piety is stronger, Communists have proceeded somewhat differently. Unable to coerce so powerful a theocracy, they are trying to subvert it. Both the Dalai Lama, the spiritual and temporal ruler of the country, and the Panchen Lama, the Communist-favored spiritual leader in western Tibet, have been brought to Peking for "consultation." The Communists have given

CONTINUED ON PAGE 101



AT REFURBISHED TEMPLE in Peking, rehabilitated by Communists, lamas and other Buddhist monks enter hall to hear sermon by Dalai Lama.



Three-flavored hit from Mars' sunlit
kitchens—the best-liked chocolate-covered
candy bar in all the world . . .

Milky Way



REFLECTION *of* PERFECTION

REFLECTED in every drink you serve is the quality of the whiskey you use. And when that whiskey is Seagram's 7 Crown...every drink is sure to be a reflection of perfection!



Say *Seagram's* and be *Sure*

SEAGRAM-DISTILLERS COMPANY, NEW YORK CITY. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS.



COUNCIL IN A CAVE takes place at Rangoon where this edifice was built for World Buddhist Council. Cave recalls setting of first council in 483 B.C.

PATH OF BUDDHISM CONTINUED

fine English cars to both lamas. By outwardly benign cultivation, by subtle bribery and by brainwashing, the Communists apparently hope to gain real control of Tibet through its rulers.

Meanwhile in Ceylon and the countries of the southeast Asian mainland the adherents of the stricter Hinayana or southern Buddhism still flourish as a potent force allied, at least in theory, with the free world. Here, if anywhere, Buddhism is in a position to make a stand against the secular fanaticism of Communists.

In Burma and Thailand, Hinayana Buddhism runs deep. Most males spend some period of their lives in monasteries, and the prestige of the monks among the masses is very high. Burma, under a nominally socialist government, has earmarked substantial sums for Buddhist activities, and its present leaders—notably its prime minister U Nu—are devout Buddhists. The Burmese government has also taken the lead in promoting an international resurgence of Buddhism throughout Asia. During the past year 2,500 monks and thousands of devout Buddhists from all over southeast Asia congregated in Rangoon under the auspices of the government to open the two-year-long Sixth World Buddhist Council. Its purpose is to purify and translate the age-old Pali texts which form the bible of Hinayana doctrine. Though the aim of the council was not political, it nonetheless provided an impressive demonstration of Buddhist unity in the face of Communist repression in the north.

Buddhism is, aside from nationalism, the sole important positive force around which opposition to Communism can be built in this area of the world. The question is whether the practical moral vigor of Buddhism goes deep enough to make it southeast Asia's spiritual

CONTINUED ON NEXT PAGE



INSIDE CAVE pilgrims, who have removed shoes out of respect for holy ground, sit or lie on straw mats listening to chanting of texts at the council.

stand on this page



and
see
how
easily
you
can
read
the new

DETECTO
BATHROOM SCALE

This is a life-size demonstration of what you see when you step on your new Detecto — numbers so clear and bold they seem to jump right up and meet you. And so ACCURATE, they make this scale the most TRUTHFUL bath scale ever! Put your foot down and insist on Detecto, the only bathroom scale with the amazing new Magnif-eye dial. Gleaming enamel finish in black, white, pink, blue, maize, green, dubonnet, gray, with harmonizing safety mat. At fine stores everywhere, \$7.95.*



Detecto Scales, Inc., 540 Park Ave., Brooklyn 5, N. Y. • Since 1900 *Slightly higher west of the Mississippi

Meet Mister Vacuum...



...he can help you to safer driving!

The *extra* vacuum power that an AC *combination pump* supplies, keeps your windshield clear under all weather and driving conditions.

If you now have an AC *combination pump* in your car, you *already* enjoy steadier, safer wiper action and variable wiper speed. You get wiper speed up to 180 wipes per minute, plus smooth, *silent* operation.

If you do *not* have an AC *combination pump*, your AC dealer will be glad to install one. If your present pump is three years old, we advise you to have it checked. When it needs replacement, be sure to get a new AC. It's America's first . . . America's finest . . . and the best pump you can buy.



The AC Combination Fuel and Vacuum Pump provides a steady supply of gasoline to your car's engine—and, when you speed up, as in passing other cars, boosts the vacuum that operates your windshield wipers. That means clearer, safer vision when you need it most.

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION

PATH OF BUDDHISM CONTINUED

bulwark against Communist aggression. Communist propagandists among the intellectuals try to find similarities between their philosophy and Buddhism. They emphasize the rational basis of Buddhism and Marxism. They point out that—within the order of monks—Buddhism endorses a classless society, which is a Marxist goal. They find similarities in the way both Buddhism and Marxism seem to agree on some basic tenets of modern science.

Yet most intelligent Asians agree that Buddhism and Communism are basically incompatible and opposed. To Buddhists man is not primarily an economic creature. His purpose is spiritual. The Buddhist attitude toward both war and revolution is that they are based on greed and violence and hence are wrong. Like all great religions, Buddhism postulates a life of the spirit that transcends the human span. It teaches that this life of the spirit is the only true reality. Finally, it teaches that the good life is to be attained only through an act of free individual volition and reason. It frowns on force as a means to control human beings. It preaches self-discipline, not discipline from without.

This avoidance of force and coercion makes Buddhism one of the world's most gentle religions and may be a weakness in its defense against Communism. While their habits of contemplation and their belief in nonviolence make Buddhists reluctant revolutionaries in principle and hence poor converts to Communism, they also could make Buddhists reluctant fighters against conquest by belligerent outsiders. Despite this, the Buddhists of Burma, stirred by nationalist feelings, were vigorous agitators for independence from Great Britain. It remains to be seen which will weigh more in a struggle against Communism: Buddhist passivity, which could be helpful to Communism, or Buddhist insistence on liberty of thought, which is abhorrent to Communism. The importance of liberty of thought was eloquently stated by the Buddha himself in an ancient text. "Believe nothing, O monks," he said, "merely because you have been told it . . . or because it is traditional, or because you yourselves have imagined it. Do not believe what your teacher tells you merely out of respect for the teacher. But whatsoever, after due examination and analysis, you find to be conducive to the good, the benefit, the welfare of all beings—that doctrine believe and cling to, and take it as your guide."



MONKS AT A MEAL sit at long tables in new dining hall at the Buddhists' World Council. Laymen bring food to the monks as an offering.



Flower-fresh salads made with **Cling Peaches** and

Cottage Cheese

Here are "flowers" to make your taste-buds bloom, fresh ideas for winter-weary menus. All you need is a carton of cottage cheese, a can each of cling peach slices and cling peach halves. And then follow your eyes.

Remember this about these cottage cheese flower salads: They are deliciously nutritious. Refreshing cottage cheese is one of your best sources of body-building protein... and so low in calories, it is perfect for dieting—especially with crisp rye crackers.



You never outgrow your need for foods made from Milk!



Freshen your menu with refreshing **Cottage Cheese**

AMERICAN DAIRY ASSOCIATION

"The Voice of the Dairy Farmer"

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Watch Disneyland (ABC) and Bob Crosby (CBS) on TV—Listen to Bob Hope on NBC Radio

This message is paid for by dairy farmers across the nation as part of their program to show you how you can live better with foods made from milk.

NEW CHECKS, NEW STYLES IN FAMOUS
ARROW SOFTONES



It's caught on everywhere. And now the exciting Arrow Softone Look has a smart new touch for spring. These shirts, with their subtle checks and colors, offer any man a change for the better. The handsome handkerchiefs and ties add the perfect accent. Together, they blend with every suit—and particularly with the new dark suitings. Not to be overlooked is the superb broadcloth fabric—"Sanforized," of course.

ARROW
 SOFTONE ENSEMBLES
by Cluett, Peabody & Co., Inc.

SHOWN ABOVE: **RADNOR-B.D.** (rose) —soft, round, button-down collar, \$5.00. **SUSSEX-B.D.** (yellow) —soft, widespread, button-down collar, \$5.00. **SUSSEX** (blue) —soft, widespread collar with stays, \$5.00. Arrow all-silk rep Tie, \$2.50; Handkerchief, \$.55. See these new Arrow Softone Checked Shirts in a wide range of colors and collar models at your nearest Arrow dealer.

CARTOON WHIMSY BECOMES REAL

Since Charles Addams' tantalizing cartoon (above right) appeared in *The New Yorker* 15 years ago, it has been used to test degrees of sanity in mental hospitals. If patients take it seriously enough to try



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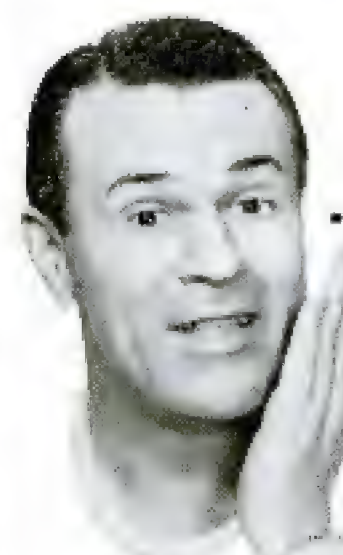
to figure out how it happened, psychiatrists take a very dim view of them. But when Karl Funk, a perfectly sane skier, saw the tracks below near Kitzbühel, Austria, he began figuring like crazy.



FOR EXPLANATION, TURN TO PAGE 108



*Cools
Faster...*



*...Soothes
Longer!*



**NEW PALMOLIVE
AFTER-SHAVE LOTION**

**Soothes your face
from shave to shave**

Only new PALMOLIVE After-Shave Lotion has a special emollient in an exclusive formula to give it marvelous **DOUBLE ACTION!** (1) It cools in seconds, refreshes faster than ever! Instantly helps heal tiny nicks, cuts. (2) It soothes longer; its deep soothing action lasts over 24 hours. So it actually soothes your face from shave to shave.

**5-OZ. 59¢
SIZE
deluxe size \$1.00
PLUS TAX**

Why settle for half when Beautyrest



You can't see the secret of

(BUT YOU CAN

Many people test a mattress by pressing down with their hands. But this way can fool you.

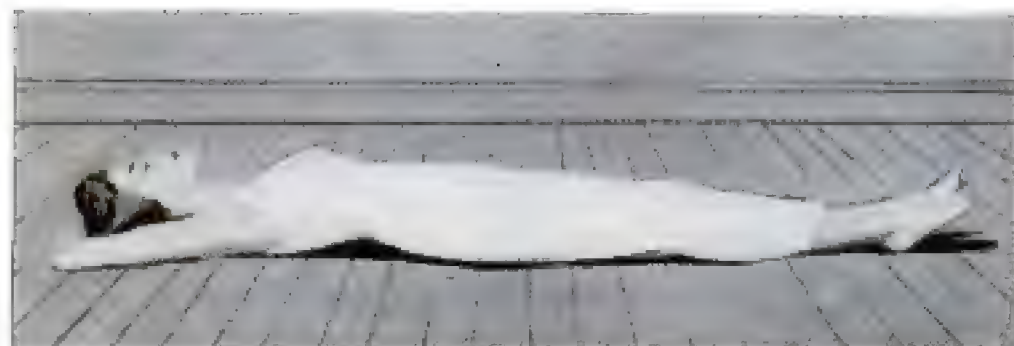
The only way to test a mattress is to lie down on it *full length*.

Once you do this on Beautyrest,* we don't think any other mattress will satisfy you.

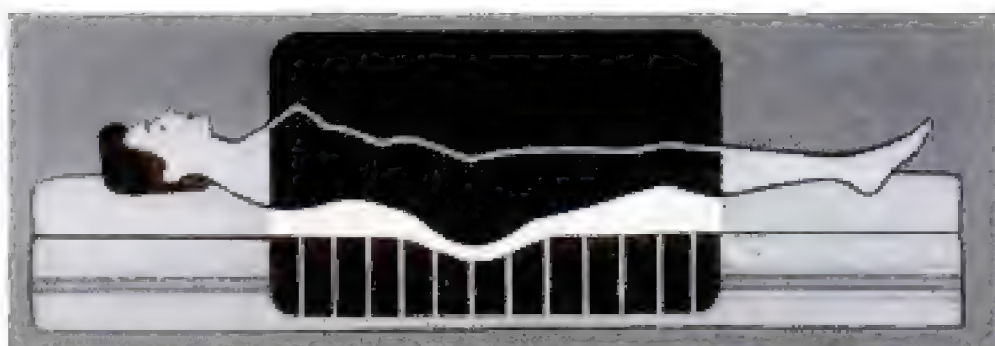
For Beautyrest has an exclusive secret: *each spring is separate*.

So, each part of your body gets *separate* support. Firm enough to support your hips. Gentle enough to relax your head.

Simmons makes all kinds of mattresses. Here's why we honestly think Beautyrest gives you the best possible rest.



A mattress can be too firm. Lie on the floor and see. There's a hollow under the small of your back. This shows that rigidity alone is not right for rest.



A mattress can be too thin. On thin mattress, x-ray would show much of your weight supported by the *box spring*. Get your mattress a full 6½ inches *thick*!



Beautyrest—firm enough for 250-pounder! Springs won't break under a 65,000-lb. truck! So durable! Usually far outlives its famous ten-year guarantee!

More than 10 million people are getting

gives you firmness **PLUS** comfort!



healthier rest with Beautyrest!

FEEL IT!)

Owners prove Beautyrest costs least to own! No other mattress has a record like Beautyrest. Mr. Ira T. Winfrey of Oklahoma City, Okla., writes: "My wife and I feel you should be told of the service we have had from our Beautyrest mattress. We bought it in 1925. We've used it ever since, and it has given us satisfaction."



Beautyrest—comfortable enough for a child! Beautyrest combines the firmness you need for good posture and the gentleness you need for satisfying rest.

INSIDE SECRET OF HEALTHIER REST!

"ORDINARY" MATTRESS



Springs wired together. One spring pulls next spring down. *Can sag.*

BEAUTYREST MATTRESS



Each spring independent. One spring *can't* pull next spring down. *Sag-proof!*

Exclusive Beautyrest independent springs support each part of your body, according to its weight. Especially your back! Beautyrest springs are *free* to push back in the small of your back. The *most* support where you need it *most*!

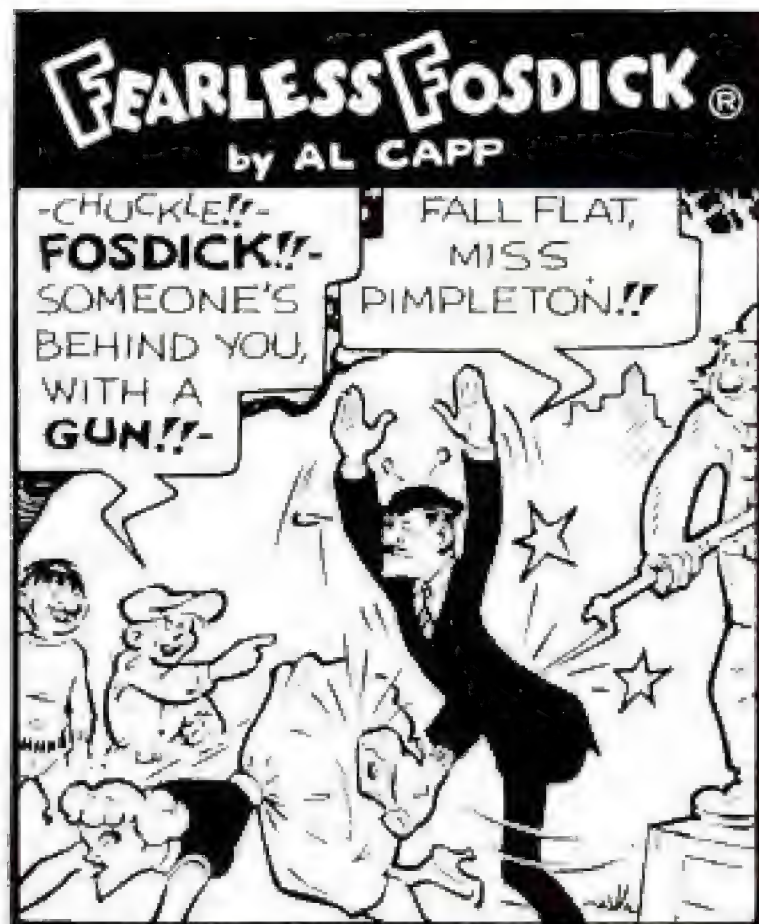
5 ways to get your Beautyrest:

1. Standard model, \$69.50.
2. Extra-Firm model, \$69.50.
3. King-Size model, 80" long, \$79.50.
4. Dual-Comfort model. One half standard, other half extra-firm. Two can have choice of firmness on same mattress. \$79.50.
5. Beautyrest on Hide-A-Bed® sofa. The only sofa-bed that can offer Beautyrest.

**Only SIMMONS makes the
Beautyrest Mattress**

healthier rest on Beautyrest tonight!

*Trade-mark Reg. U. S. Patent Office, Copr. 1955 by Simmons Co., Mds. Mart, Chicago, Ill.



THE TRICK OF TRACKS mysteriously passing on either side of a tree had a simple and logical explanation. It was the result of collaboration by two one-legged skiers, Ernst Müller (left) and Andreas Schöpf. Here, using another

tree, they demonstrate how the tracks were formed. They had come to Kitzbühel along with 68 others to participate in an international meet for disabled skiers, proved their skill on skis with spectacular runs through slalom gates.



Strike up

a really



refreshing habit



The candy with the hole ... still only 5¢

10

quick, tempting lenten dishes

These short cuts to delightful fish feasts were created especially for busy homemakers...to help you make the most of high-protein, low-cost fish...available now in such a variety of boneless, almost-ready forms. Follow these Sunkist suggestions and you'll find how simple, quick, economical fish dishes can be.

Why, you can broil a fresh or frozen fillet in less time than steak! Or banquet on lobster for about 30¢ per person! Nowadays there's no mess...no waste...no need for smelly odors. Perfect companion to any fish, of course, is *fresh* lemon. For incomparable flavor always use juicy, plump Sunkist Lemons.



Quick Fish Sticks with Lemon Tartar Sauce*

Here's a take-it-easy meal that's a delicious feast for a king. Oven-heat these ready-cooked fish sticks and serve with zesty Lemon Tartar Sauce. Just add 2 tbsp. relish and chopped chives or onions to one cup mayonnaise and thin to desired consistency with tangy, fresh Sunkist lemon juice. Serve with broccoli topped with...

Easy Hollandaise Sauce

Melt 1 tbsp. butter, blend in 1 tbsp. flour and $\frac{3}{4}$ cup milk; cook till thickened. Add 3 more tbsp. butter gradually, stirring constantly. Add $\frac{1}{4}$ tsp. salt, dash of paprika, 1 tbsp. fresh lemon juice. Stir in two beaten egg yolks. Cook and stir until sauce is smooth and thick. Serve at once. (Makes 1 cup sauce that sparks up almost any vegetable.)

*Fish sticks cut in small pieces and dipped in this same sauce, served with toothpicks, make festive canapes, too.

only fresh lemons give . . .

canned fish



Budget saver! Lemon Creamed Tuna: Fold 2 cans tuna into 1½ cups medium white sauce seasoned with 3 tbsp. fresh lemon juice and chopped parsley. Heat. Pour into rice ring. To make rice ring mold, mix 4 cups cooked rice with ¼ cup melted butter, 2 tbsp. fresh lemon juice and bake in greased 8" ring mold at 350°F. for 25 minutes.



Success for the bride! Here's how to make an easy, sure-fire salmon loaf: Combine 1 tall can salmon with 1 can condensed cream-of-mushroom soup, chopped onion, 1 cup fine bread crumbs, ¼ cup of fresh lemon juice, salt to taste. Top with more onion and sprinkle with lemon juice. Bake at 350°F. for 40 minutes. Serve with white sauce. It's scrumptious!



Like dining at the Waldorf! Luscious lobster casseroles are surprisingly inexpensive, easy: Season 1 cup white sauce with salt, pepper, dash of dry mustard. Add juice of 1 lemon and a tbsp. each of chopped parsley and onion. Mix with small can lobster meat, cover with buttered bread crumbs, bake at 375°F. till bubbly hot.

frozen fish



Delight your family with Lemon Barbecue Sauce—it gives a rare flavor lift to any broiled fish fillets. Defrost frozen fillets in lemon juice and water. Make a smooth mixture of ½ cup fresh lemon juice, ¼ cup salad oil, 2 tbsp. grated onion, 1 tsp. dry mustard, ½ tsp. salt and 2 tbsp. brown sugar. Pour over fillets just before broiling.



For delicious dunking of shrimp (or scallops) ... the ready-cooked kind you just pop into the oven ... here's a quick Cocktail Sauce that will glamorize any seafood: Into ½ cup of tomato catsup blend 6 tbsp. fresh Sunkist lemon juice, 3 drops Tabasco sauce and 1 tbsp. horse-radish sauce. Serve with plump wedges of fresh lemon.



Exotic Portuguese Style Fillets are a mouth-watering treat! Lightly saute 1 chopped onion, ¼ cup celery and 1 garlic clove in 2 tbsp. oil. Dust fillets with flour and place on top of mixture in skillet. Cover fish with thin slices of fresh lemon and pour 6½-oz. can tomato sauce over all. Add bay leaf, seasoning and simmer slowly till piping hot.

fresh fish



Sportsman's choice—fresh-caught fish. Smart tip is to rub any fresh fish inside and out with lemon—this improves flavor, minimizes cooking odors. Fresh fish is extra good with this savory Butter 'n' Nutmeg Sauce: Brown fish in butter; add ½ cup butter softened in 3 tbsp. fresh lemon juice and 1 tsp. nutmeg. Ah-h-h!



Simple, and simply wonderful, are baked salmon steaks with Lemon Supreme Sauce. Place fish on foil-lined baking dish (or a bake-and-serve platter) and pour over it this easy mixture: Equal parts lemon juice and butter, chopped green onions (tops and all), salt and pepper. Bake 25 to 30 minutes at 350°F. Serve, of course, with lemon wedges.



Gala oysters—New Orleans style. The whole family will love 'em! Roll the oysters in corn meal, brown in butter and sprinkle generously with fresh lemon juice. For the gourmet, there's nothing more heavenly than raw oysters on the half shell, nestled in cracked ice, served with plump lemon wedges.

Lemons and fish belong together like pork and beans. And the finest lemons you can buy are Sunkist! Care and selection account for the

superior flavor, juiciness, color and keep-ability of Sunkist Lemons. The best cooks, you know, use the most lemons. Keep plenty on hand.

Free! Valuable recipe folder, "Favorite Lemon Recipes for Fish and Meat." Write Sunkist, Section 2703, Terminal Annex, Los Angeles 54, Calif.

the true lemon flavor

fresh **Sunkist** lemons

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For easy Lenten days

You can make
Seven Seas Casserole
with TUNA,
SALMON,
SHRIMP,
LOBSTER
or any sea food—
fresh, frozen or
canned!*

Product of General Foods



SEVEN SEAS CASSEROLE

Made only with Minute Rice—ready in minutes!

1 can condensed cream of mushroom (or celery) soup
1 1/4 cups water or milk • 1/4 teaspoon salt • 1 1/3 cups (or 5-ounce package) Minute Rice
1 can (or 1/2 lb.) sea food* • 1 box frozen peas, thawed • Cheese slices

Mix soup, water and salt in a saucepan. Bring to a boil over medium heat; stir occasionally. Pour about half into a greased 1 1/2-quart casserole. Then, in layers, add Minute Rice (*right from box*), sea food, and peas. Add remaining soup, top with cheese, sprinkle with paprika. Cover. Bake in moderate oven (375°F.) 20 minutes.

This Minute Rice masterpiece serves 4. (Note: For extra flavor, add 1/4 cup finely chopped onion and 1 teaspoon lemon juice to soup mixture.)

Remember, for "easy days" *any* day, there's nothing like Minute Rice—it's *perfect rice without cooking*.

*Sauté fresh or frozen sea food in butter about 3 minutes.



CLOWN EMMETT KELLY (LEFT) ON CIRCUS SET IN THE TV STUDIO WEARS HIS HOBO GETUP BESIDE HENRY FONDA

CLOWN SWAPS FROWN

Henry Fonda dons tatters to portray the life of Emmett Kelly

The famous frown of Clown Emmett Kelly, which is the biggest grin-getter in Ringling Brothers' Circus, will be duly celebrated soon on the *General Electric Theater* (CBS-TV, Sunday, March 27, 9 p.m., E.S.T.). The show will be a dramatization of Kelly's autobiography, *Clown*, with the title role acted by Henry Fonda, who in make-up is a spitting image of Kelly. Fonda lowers his eyes with the same hangdog look and ambles around with the same air of epic lassitude.

The play sticks fairly close to Kelly's real life from the days when he did an aerial act with his wife, but broke with her because she insisted on staying in trapeze work while he went on to create his little tramp act. To coach Fonda in the fine points of his role, Kelly, in Hollywood, went through all his clown routines. He remained resolutely gloomy until Fonda began to imitate him. Then, for about the first time on public record, Kelly let slip a chuckle.

CONTINUED ON NEXT PAGE

Andy Varipapa World's Champion Bowler tells **The "Ideal" Way To Bowl A Strike**



Approach. Feet move forward naturally. (Andy makes it look as easy as combing your hair with Fitch Ideal!)



Backswing. Andy's backswing goes no higher than his shoulder. Body relaxed, knees slightly bent, eyes straight ahead.



Downswing. Step and slide on left foot, letting right leg act as a brake. At end of slide, left foot finishes two to six inches from foul line.



Finish. Keep body in balance, hand and eyes in line with target point. (Notice how Ideal keeps Andy's hair in place through all the action!)



Try Andy's "Ideal" way to groom your hair too!

Use this amazing new discovery that keeps your hair neat all day without gooey oils and creams... keeps your hair and scalp cleaner, too!

Want to score "300" in the well-groomed league? Use Fitch Ideal Hair Tonic and your hair will be good-looking and neat all day long!

Ideal also helps keep hair and scalp cleaner, because it isn't oily, sticky or creamy—won't trap dirt to clog scalp pores. And its tingling tonic action is right down the alley. Relieves itching, acts to free scalp of flaky dandruff.

Get a bottle of Fitch Ideal Hair Tonic at any drug counter today. Ask your Barber for a professional application tool

FITCH
Ideal®
HAIR TONIC





No Trick to It!

There's no trick to picking America's favorite Scotch Whisky. 'Most everyone knows Black & White tops the list because its quality and character never change.



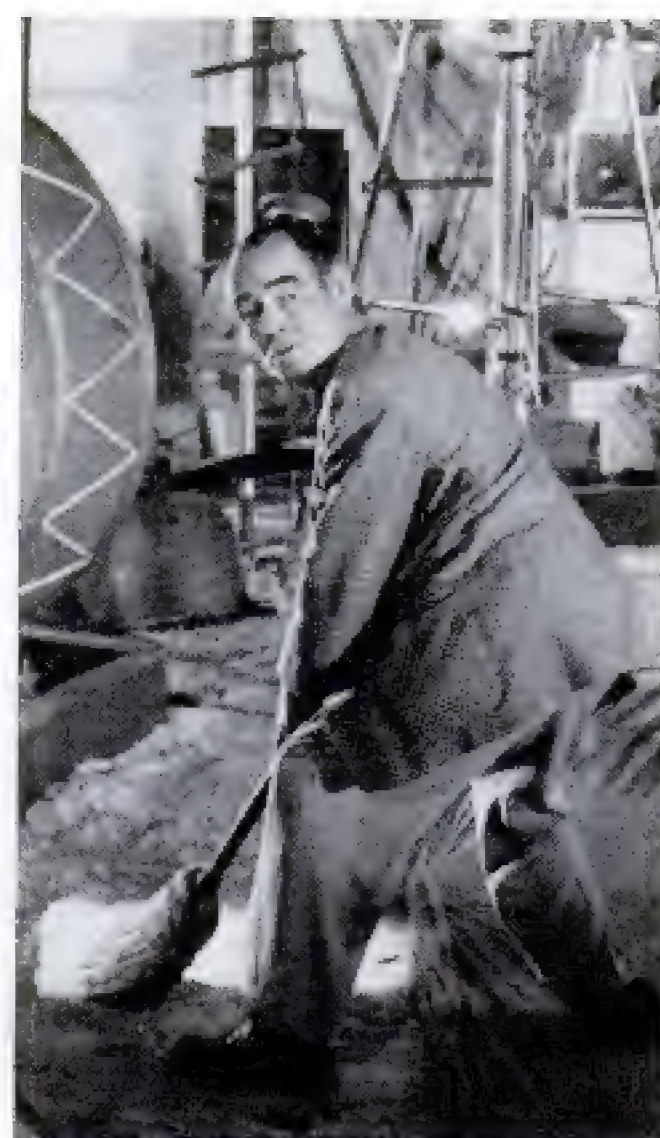
"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY 86.8 PROOF

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CLOWN'S FROWN CONTINUED



KELLY COACHES FONDA in his famous circus act in which he tries doggedly to sweep up a moving patch of light in the circus ring. After Fonda asks questions (*left*), Kelly takes his broom (*right*) and demonstrates his answers.



FONDA REHEARSES the act of trying to sweep up light into a dustpan. Light continually escapes him, which adds to his sense of wistful futility. Kelly stands aside (*left*) and beams appreciatively at his star pupil's progress.



ROMANCE FOR KELLY in real life will lead him to marry Elvira Gebhardt, a tumbler (*with him at left*) this spring. For TV show (*right*) Kelly's unhappy life with first wife, played by Dorothy Malone, is rehearsed by Fonda.



Look for this symbol at your local TV store or shop. It indicates participation in this nation-wide event by the leading television dealers and servicemen in your neighborhood.

A TRIBUTE TO THE NATION'S
TELEVISION SERVICE
TECHNICIANS FOR THEIR
TREMENDOUS ACCOMPLISHMENT
IN INSTALLING AND SERVICING
THE 30 MILLION TV SETS
NOW IN ACTIVE USE.
NATIONAL TELEVISION SERVICEMEN'S WEEK
MARCH 7-12TH, 1955

A TRIBUTE

RCA SALUTES YOUR NEIGHBORHOOD

TELEVISION TECHNICIAN

DURING NATIONAL TELEVISION

SERVICEMEN'S WEEK MARCH 7-12

Have you ever thought how much your TV serviceman contributes to your home entertainment? He puts in long hours to keep abreast of a rapidly growing and increasingly complex business. He stands by for your call.

Thanks to his expert knowledge and friendly service, you and your family enjoy the miracle of television day in and day out.

And, he merits your confidence by using products of unquestioned quality, such as RCA Receiving Tubes and RCA Picture Tubes.

In honor of your local television serviceman, and the thousands like him from coast to coast, RCA proclaims National Television Servicemen's Week, March 7-12.



RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N. J.



FROM BABYHOOD, Billy grew up with the security of Equitable's Family Income protection. This plan protected Billy's family most when the expenses of his upbringing were greatest.

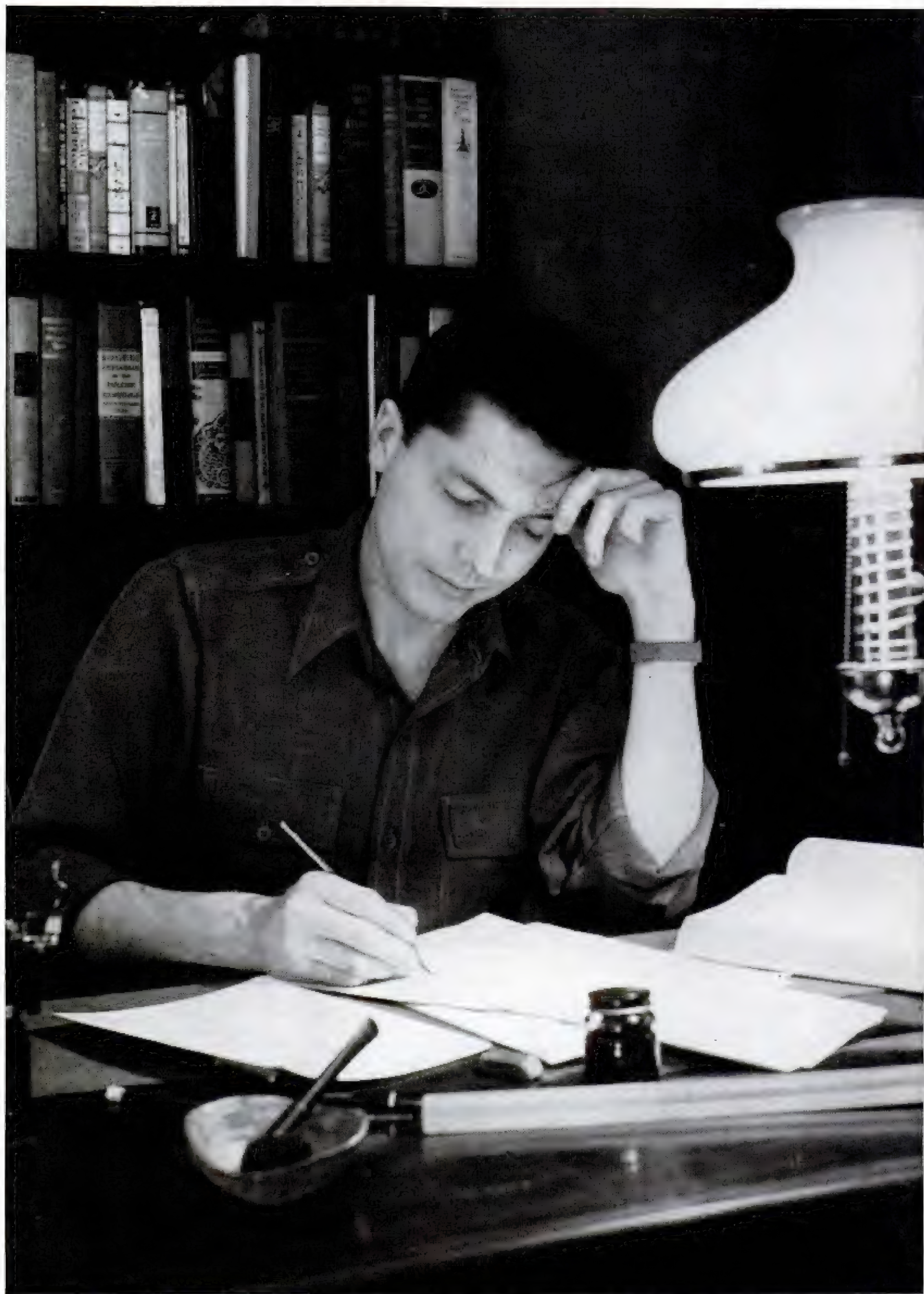


BILLY'S HOME was made secure with Equitable's Assured Home Ownership Plan. If daddy had died, this plan would have paid off the mortgage and returned all payments made to reduce it. Because he lived, his father now has *both* a home that is free and clear of mortgage *and* life insurance with substantial cash value.

BILLY'S HEALTH was his wealth. But things could have gone wrong! Today a Major Medical Expense Policy will go far beyond ordinary insurance to help meet the expenses of really big accidents or illnesses — including polio — that can exhaust a family's life savings.



HE CAN HAVE A NEW KIND OF SECURITY WITH EQUITABLE'S **LIVING**



COLLEGE WAS THE KEY to his career. But it cost money. The Man from Equitable showed Bill's father how regular payments on an Equitable 15-year Endowment Policy would assure funds toward Bill's important college years — even if he died after paying only *one* premium.

INSURANCE

As a boy grows, Equitable Policies help make his whole life more secure—at home, in college, and in his first job.

From the day your first youngster is born, you can build toward his future *and your own*.

The Man from Equitable can show you how. His life work is *Living Insurance*—the insurance that emphasizes benefits for the living.

Living Insurance can see your child through every important step in his life. At the same time *Living Insurance* can pave your own way to comfortable retirement. For example,

Equitable's new Adjustable Whole-Life Policy has four retirement options.

Living Insurance can help you attain many objectives: assured education for your children; a home free and clear of any mortgage if you die; permanent family protection; secure cash values; funds for emergency loans; and retirement income.

The Man from Equitable knows that few men reach economic security all at once. He is trained to help you select—in an orderly way—policies that are best for your family, your age and your income.

See the Man from Equitable today.

The **EQUITABLE** Life Assurance Society of the U. S.

HOME OFFICE: 393 Seventh Avenue, New York 1, N. Y.

SUMMER ROMANCE or the real thing? Often a young man doesn't know when he will marry, what career he will decide on or where he will live. Yet Bill was smart to start his life insurance

program early. The Man from Equitable had a special Equitable Convertible Policy for him. It gives Bill five years to make up his mind what type of protection would suit his future needs best.



1955 AND BILL'S FIRST JOB . . . first paycheck . . . and something more! His employers help protect him, under an Equitable Group Insurance Plan, against hospital, surgical, or medical bills.





GASHED NOSE spurted blood in Charles fight. Marciano then tore in, scored K.O. in next round.

MOST FAMOUS NOSE IN SPORT

Rocky unveils his mended beak

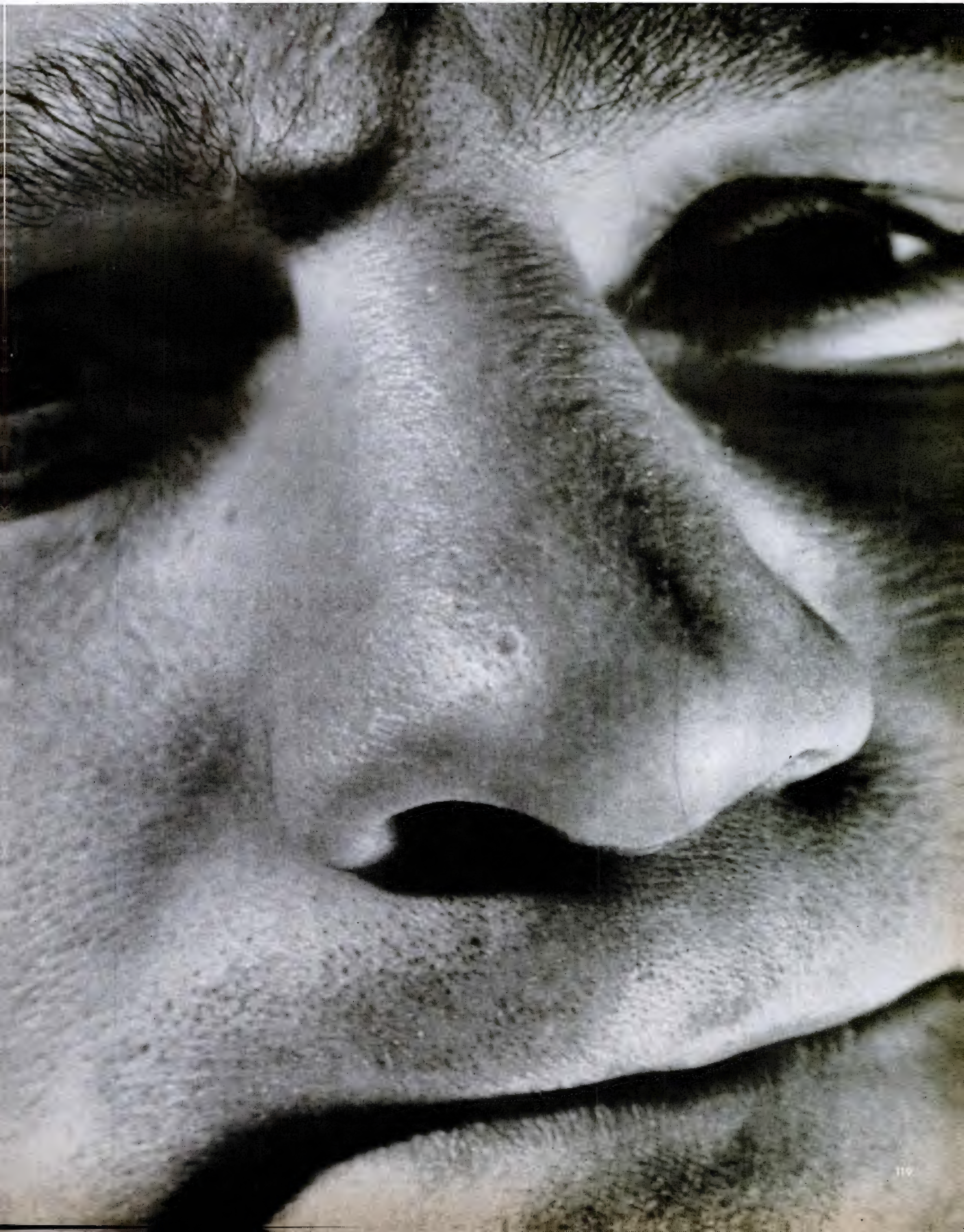
The nose of the heavyweight champion, Rocky Marciano, has been poked into a prominence once reserved for Jimmy Durante and Cyrano de Bergerac. Though neither as long nor prepossessing as those classic beaks, it has been the center of world interest ever since it began spurting like a broken water main (*above*) in a fight with Ezzard Charles last September.

A doctor probing at the cut after the fight found that the left nostril had been cut clean through (*right*). As he worked to patch it up there was uneasy silence in the champion's camp and a lot of speculation elsewhere about what would happen if another solid punch landed on the nose. A few days ago the champ's nose was ceremoniously unveiled (*opposite*) as he went back into training. His manager said the nose was fine, but ring people, knowing how easily Marciano cuts during a fight, would pass no judgment until he got belted a good one.



INCH-LONG CUT was cleaned up after the fight by doctor. A tedious period of repair work followed.

NOSE NOW shows only faint marks but some—→ doctors fear scar tissue will give under a solid blow.



Now What?



What will happen if fire or other destructive force destroys your business property and your normal profits cease?

Can you continue to pay key personnel and fixed charges until you resume business?

Can you meet the extra expense of using temporary facilities to keep your business operating until your plant is rebuilt?

Every year many business firms fail because they are not prepared to meet these problems following an interruption.

Do you know that you can protect your profits and meet necessary continuing expenses until production is resumed with Business Interruption Insurance?

Consult an America Fore agent or broker. He can explain how this insurance can be fitted to your particular business. For the name of the America Fore representative nearest you, call Western Union by number and ask Operator 25.

Ask your agent about financing your premiums on a monthly, quarterly, semi-annual or annual basis.



- ★ The Continental Insurance Company
- ★ Fidelity-Phenix Fire Insurance Company
- ★ Niagara Fire Insurance Company
- ★ American Eagle Fire Insurance Company
- ★ The Fidelity and Casualty Company of New York

Famous Nose CONTINUED

NO HARM IS DONE IN TRIAL RUN



BANDAGED BEAK was held together by tape instead of stitches. Here it gets check by Dr. Alexander Schiff. Rocky wore tape for month after injury.



PROTECTIVE GUARD, worn by the champion as he goes back into ring against sparring mate, shields nose from anything but a hard, head-on blow.



CLOSE INSPECTION with magnifying glass by Manager Al Weill adds ridiculous touch to workout but should help build up gate for the next fight.

Taste the fresh difference in Libby's

—it's quick-packed in Hawaii



**Such easy ways to be
good to your family!**

Give them delicious fruit that tastes as if you'd just picked it in Hawaii a few minutes before serving!

You see, Libby's Pineapple actually *is* picked in Hawaii where it's grown on Libby's own plantations —then quick-packed so it's the freshest-tasting ever.

Those big juicy slices are so good for dessert — and always ready! That golden juice is so bright for breakfast! Serve both often. Beginning today.

Libby, McNeill & Libby, Honolulu, Hawaii



Libby's fruit cocktail—5 luscious
fruits in sweet cahoots!

Libby's are the peaches *you, too*
would have picked from the trees!

COOKIES...THAT



Gold Medal Flour
and
Carnation Milk bring you

An original recipe from
Betty Crocker
OF GENERAL MILLS

JUBILEE JUMBLES!

Easy new way to make old-time soft drop cookies...
perfected by Betty Crocker for dependable
Gold Medal Flour and the special blending qualities
of Carnation Evaporated Milk.

What cookies... moist and tender-soft,
like little cakes! Wonderful for desserts
and snacks, perfect for lunch boxes. And
it's so easy to make the batter flavory-
smooth with double-rich CARNATION
Milk and dependable GOLD MEDAL
Flour. You can vary the filling and the

frosting as you wish. Betty Crocker made
this batch extra-tasty with DIAMOND
Walnuts... you'll like yours that way,
too. And so will your family! Bake up
Jubilee Jumbles this very day... and
better be prepared to make 'em again and
again... they're *that* good!

JUBILEE JUMBLES

1/2 cup soft shortening
1 cup brown sugar (packed)
1/2 cup white sugar 2 eggs
1 cup undiluted CARNATION Evaporated Milk
1 tsp. vanilla
2 3/4 cups sifted GOLD MEDAL "Kitchen-tested"
Enriched Flour
*1/2 tsp. soda *1 tsp. salt
1 cup cut-up DIAMOND Walnuts

Mix thoroughly shortening, sugars, eggs.
Stir in Carnation Evaporated Milk, vanilla.
Sift together flour, soda, salt and stir in.
Blend in nuts. Chill 1 hour. Heat oven to
375° (quick moderate). Drop rounded table-

spoonfuls 2" apart on greased baking sheet.
Bake *about 10 minutes*, until delicately
browned. While warm, frost with Burnt
Butter Glaze (recipe below). Garnish with
Diamond Walnut halves. Makes *about 4 doz.*

BURNT BUTTER GLAZE... Heat 2 tbsp. butter
until golden brown. Beat in until smooth 2
cups sifted confectioners' sugar and 1/4 cup
undiluted Carnation Evaporated Milk.

Variations: 1 cup moist shredded coconut or
finely cut dates or seedless raisins, or 6-oz.
pkg. semi-sweet chocolate pieces may be
added to this recipe.

*If you use Gold Medal Self-Rising Flour, omit soda and salt.



Be sure to bake Jubilee Jumbles...

TASTE LIKE CAKE !



THE SECRET OF THEIR GOODNESS...

It's the double richness and special blending qualities of CARNATION Milk with GOLD MEDAL "Kitchen-tested" Enriched Flour that gives Jubilee Jumbles their tender cake-like texture.

**NO OTHER
FORM OF MILK WILL DO!**



... with Gold Medal "Kitchen-tested" Flour and Carnation Evaporated Milk !

Hollywood's favorite
**Lustre-Creme
 Shampoo...**



Yes, Lana Turner uses Lustre-Creme Shampoo. It's the favorite beauty shampoo of 4 out of 5 top Hollywood movie stars!

It never dries your hair! Lustre-Creme Shampoo is blessed with lanolin . . . foams into instant, rich lather, even in hardest water . . . leaves hair wonderfully easy to manage.

It beautifies! For star-bright, satin-soft, fragrantly clean hair—without special after-rinses—choose the shampoo of America's most glamorous women. Use the favorite of Hollywood movie stars—Lustre-Creme Shampoo.

**Never Dries—
 it Beautifies!**

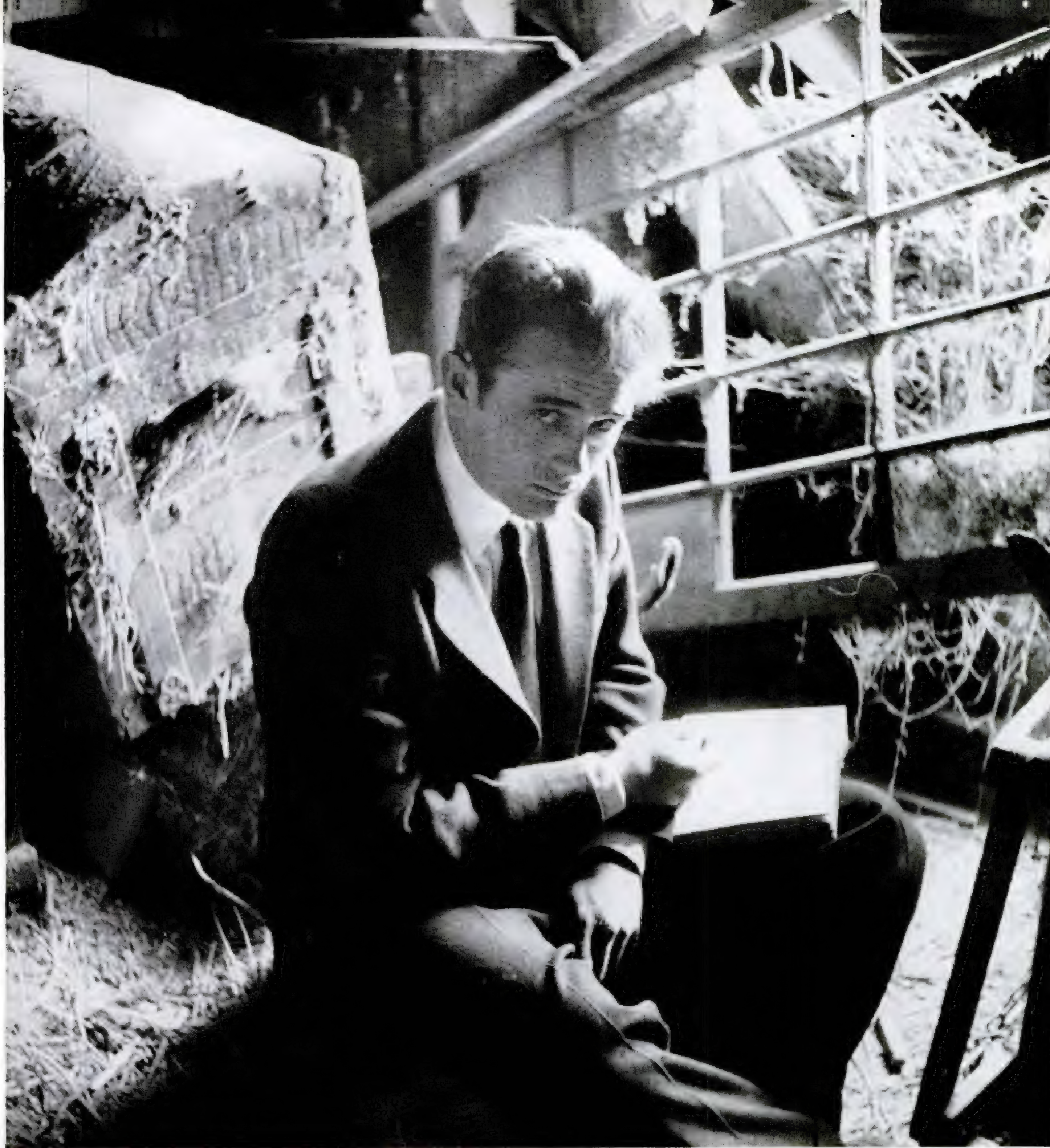


Lana Turner

co-starring in **THE PRODIGAL**

An M-G-M Production. In CinemaScope.

In Color.



IN SUNDAY BEST Dean reads, as he used to when a child after Sunday school, in uncle's barn.

Moody New Star

HOOSIER JAMES DEAN EXCITES HOLLYWOOD

Most exciting actor to hit Hollywood since Marlon Brando is the moody, 24-year-old recluse above, James Dean of Fairmount, Ind. His performance in Elia Kazan's forthcoming *East of Eden*, reminiscent of Brando but distinctively his own, has already won him a starring role in another big picture, *Giant*. His militantly independent offstage behavior and his scorn for movie convention have studio executives at Warner Bros. apprehensive. In *Eden* his

skillful portrayal of the elder son of a California rancher stems partly from his own complex personality and from elements in his own farm-bred early life.

Though shy of publicity which he feels might show him in a false light, Dean recently permitted a friend, Dennis Stock, to go back home with him to make photographs. How he reacted to life on the farm and how it contrasts with his new one is reported on these pages.



IN "EAST OF EDEN" Dean, here in scene with Julie Harris, plays role of unloved problem child.



HAMMING IT UP, Dean burlesques himself as the farmer-turned-actor in this stylized portrait beside a 700-pound hog on his uncle's 170-acre Indiana farm.

DEAN CONTINUED



BACKSTAGE at Cort Theater in New York, Dean chats comfortably with Geraldine Page, with whom

BARNS TO

Intense and introspective, Jimmy Dean engages in incessant self-analysis which close friends know is sincere, though it may seem to others like theatrical posing. Back home in Indiana, he had hoped to come to an understanding of his roots, but he found something better—an awareness of his debt to the Quaker aunt and uncle who brought him up, encouraging his talents and accepting his eccentricities. An accomplished violinist by the age of 8, Jimmy gave up music when his mother died. In high

DUAL ROLE OF AN ACTOR, as conceived by Dean, is played out by him as he sits in an armchair in furniture store show window near Rockefeller Center.



HOOISIER GRANDFATHER Charles Dean regales Grandson Jimmy with Indiana reminiscences. After mother's death in 1939 Dean was reared by relatives.



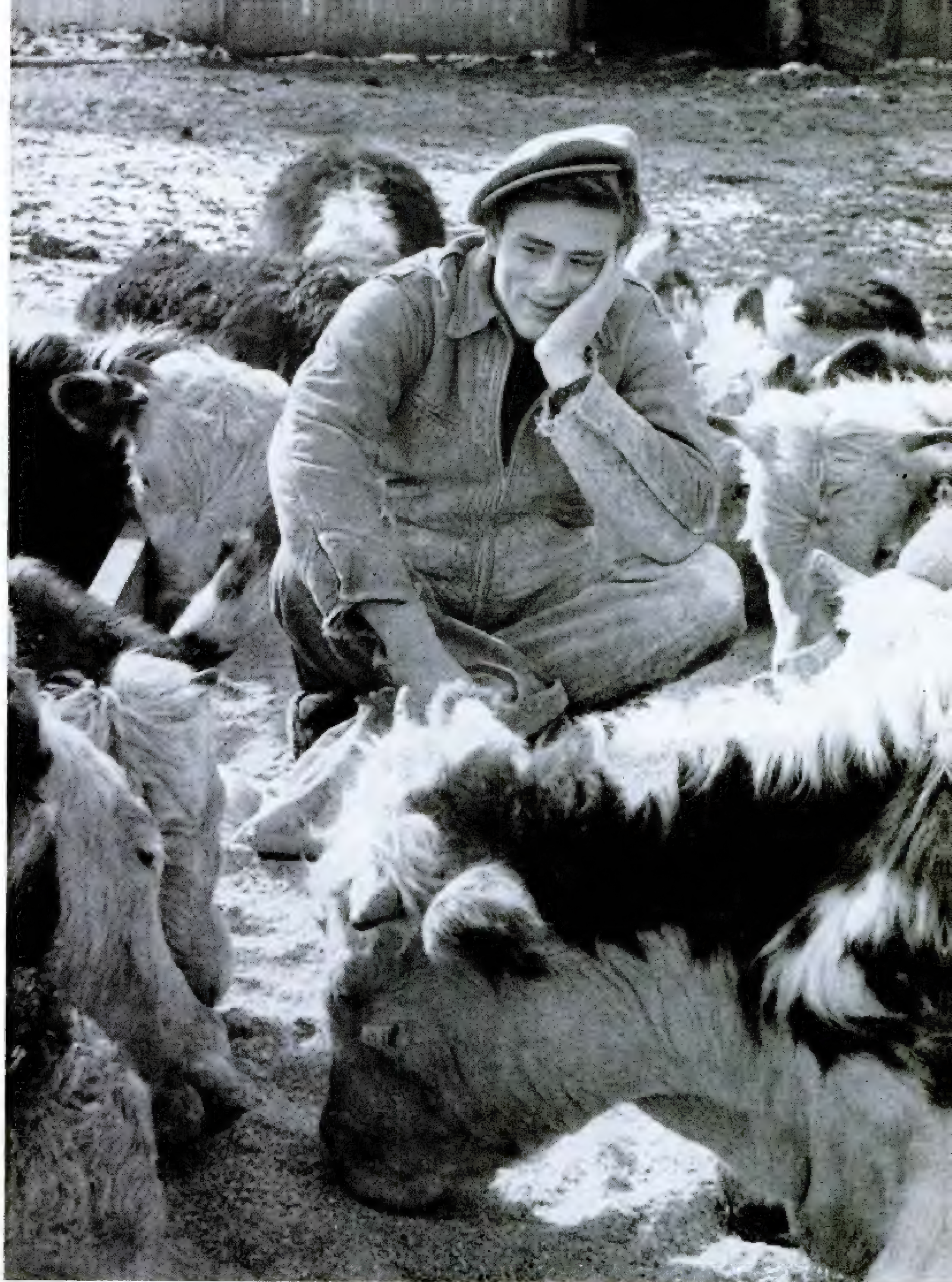


he played in *The Immoralist*. In settings like this, with friends he respects, Dean feels most at ease.

BROADWAY

school he was a basketball star and stage star, and won the Indiana State Dramatic Contest, but shelved ideas of acting to enroll as a pre-law student at U.C.L.A. He gave that up too after two years, played bit parts in three movies. When he finally hit New York he had firmly resolved on the theater and went at it with the dedication of an artist. For his acting in *The Immoralist*, his second Broadway play, he won an award as one of 1954's best young actors. From there he went on to *East of Eden*.

Like an actor, says Dean, the observer here looks out at the world as it appears from within and is in turn looked at from without by the world's passers-by.



AMID UNCLE'S COWS Dean smiles contentedly. Not overly fond of farming, he has always liked animals because, he says, they accept him on his own terms.



GOING OVER FINANCES, Dean, his feet on desk, listens bewilderedly to an accountant. With so much coming in he can't see why there is so little left.



WALKING IN RAIN. Dean wanders anonymously down the middle of New York's Times Square. His top floor garret on Manhattan's West Side is no more

home to him, he says, than the farm in Indiana. But he feels that his continuing attempt to find out just where he belongs is the source of his strength as an actor.



Norman
Rockwell

Your modern Wonderland of Time

Remember Alice? She stepped through the looking-glass to see wonders beyond belief.

Your own Wonderland is very real and, also, very near. Enter it through your jeweler's door—to marvel at the miracles of Time that must be seen to be believed.

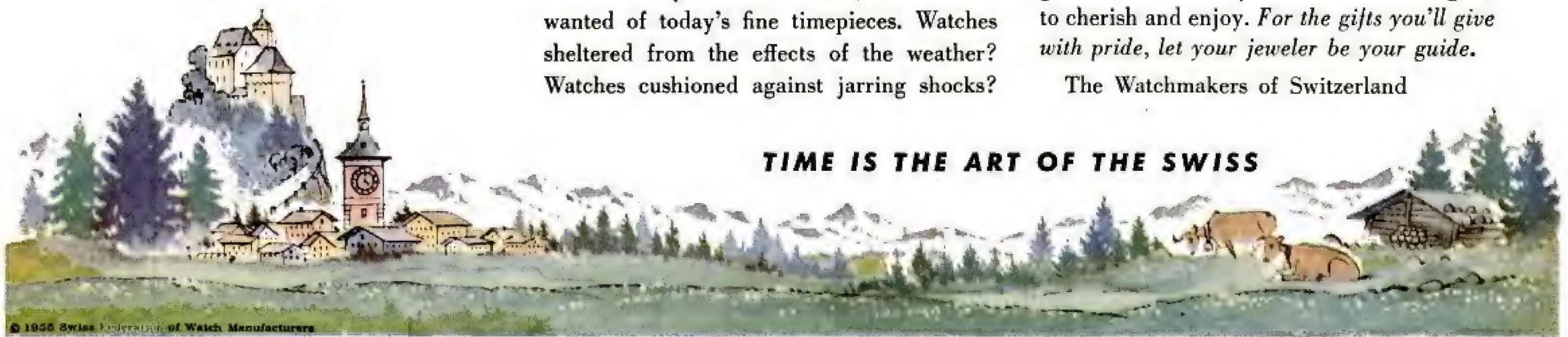
A watch that winds itself? Your jeweler has it. Created by Swiss craftsmen, it's the most wanted of today's fine timepieces. Watches sheltered from the effects of the weather? Watches cushioned against jarring shocks?

You'll see them, too. And ever so many more—some so small, so lovely, their size belies the inner perfection of their precision jeweled-lever movements.

Truly, your jeweler's store is the open door to a modern Wonderland. Be sure to visit it soon. To see a bit of Switzerland, to see fine watches for men and for women that are gathered there for you to own and to give, to cherish and enjoy. *For the gifts you'll give with pride, let your jeweler be your guide.*

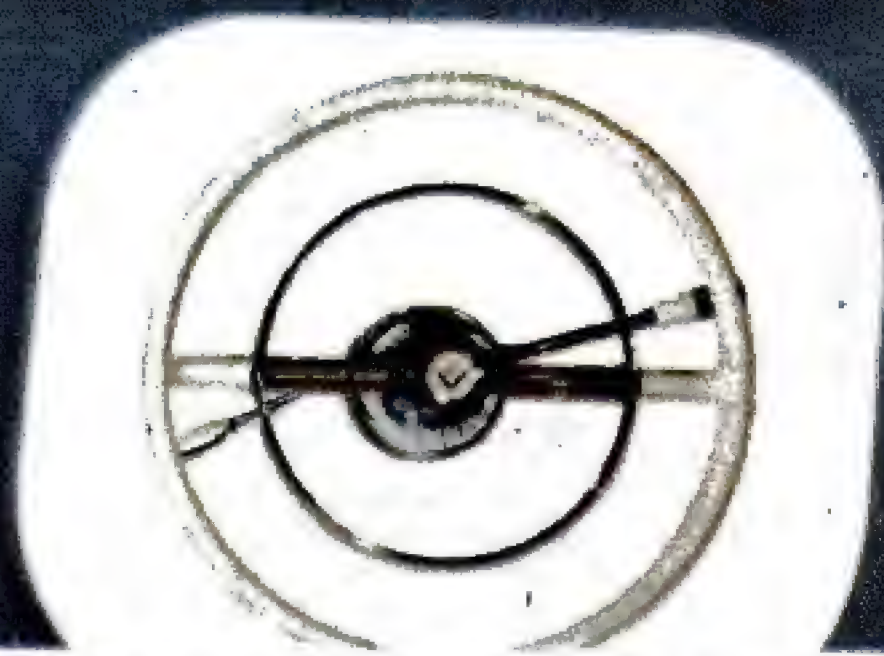
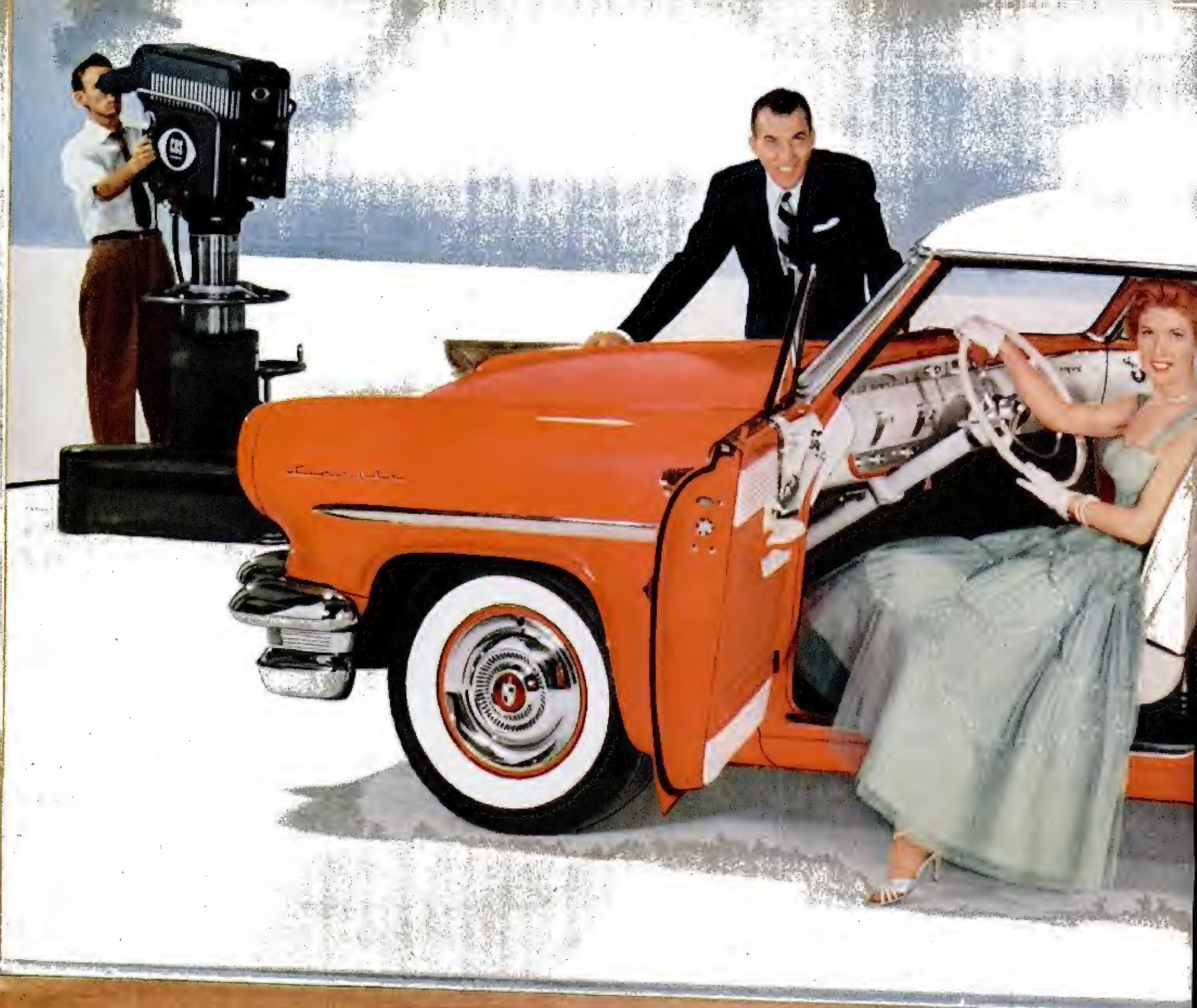
The Watchmakers of Switzerland

TIME IS THE ART OF THE SWISS



© 1955 Swiss Federation of Watch Manufacturers

Copyrighted material



Ed Sullivan, M.C. of Toast of the Town, and Julia Meade introduce New Lincoln. Control room monitor sets show new Turbo-Drive lever, new rear deck, new longer body, new front assembly

Camera one! Close up! Take the

And don't miss Lincoln's new, smoother and faster Turbo-Drive; new wide-range high torque V-8 engine!

ED SULLIVAN and Julia Meade are waiting. Then—the show's on. And, sparkling in homes across the nation is the new, incomparably finer Lincoln for 1955.

It's sheer pleasure to look at the new longer sweeping lines of the body. You'll like to linger over the colorful beauty so unusual among fine cars. You'll want to live in the distinctive interiors, richer in quality, in exquisite details, than any other car in the fine car field.

But perhaps more exciting is the story on performance. *Lincoln* performance that clinched the first *two* places (for the third year in a row) in the large stock car division of the Pan-American Road Race in Mexico. Performance that defeated all other major American fine cars in the most grueling test of them all.

In these new 1955 models, you'll see Lincoln performance further enhanced by new Turbo-Drive—the transmission that has been called the biggest news in automatic drives since the first one 15 years ago. Here is no frustrating lag, no unpleasant jerk from one gear to the next. With Lincoln's Turbo-Drive you enjoy one unbroken sweep



and Lincoln's new high torque V-8 engine.

new Lincoln for 1955

of smooth, silent power, from start to superhighway speed limits.

Here too is a perfect marriage of the newest development in automatic transmissions with the newest type of V-8 engine. You'll feel the difference, particularly in the normal speeds where you do most of your driving. You'll enjoy instant power—when you need it and where you need it. For this is the finest power plant ever made by the world's foremost builders of V-8 engines. Your Lincoln dealer invites you to drive a Lincoln or Lincoln Capri. You'll know you've made a wonderful discovery the moment that Lincoln's wheels begin to turn!

LINCOLN DIVISION • FORD MOTOR COMPANY

NEW 1955

LINCOLN

for modern living
for magnificent driving

Filter Tip Smokers!
Here's The True Tobacco Taste
You've Been Missing!



FILTER TIP TAREYTON

with the Activated Charcoal Filter
gives you real filtration and smoking satisfaction

Tareyton's new Selective* Filter is smooth and easy-drawing. It holds back elements that can detract from the pleasure of smoking, yet at the same time permits the full-bodied flavor of Tareyton's quality tobacco to come through to you. It gives you the true tobacco taste you've been missing in other filter cigarettes.

Filter Tip Tareyton is unique among all filter tip cigarettes. It is the only one that incorporates Activated Charcoal, renowned for its unusual powers of selective filtration,—used far and wide to purify the air we breathe, the water and beverages we drink.

Look for the red, white and blue stripes on the package and for the distinctive gray (Activated Charcoal) filter on the cigarette. They identify the best in filtered smoking—Filter Tip Tareyton, the only filter cigarette with a genuine cork tip.



NOW 2 WAYS



REGULAR or FILTER
Both King Size with Genuine Cork Tip

* PATENTS PENDING

An entirely new concept in cigarette filtration. A filter tip of purified cellulose, incorporating Activated Charcoal, a filtering substance world-famous as a purifying agent, notably for air, water and beverages.

HERBERT TAREYTON, PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES

© A. T. CO.



VERA-ELLEN and husband Victor Rothschild arrive in Western dress. They were in Palm Beach for benefit ball.



ORIENTAL HOSTS Mr. and Mrs. Horace Dodge Jr. enjoy the party which cost them about \$16,000.



TERRY MOORE, who is in a play at the local theater, wore her tight-fitting, ruffled dress, still managed to dance.



A BELLY DANCER named Tanio writhed on floor when not busy bouncing girdle of gold disks tied at her waist.

TWO-YEAR ANNIVERSARY

The Dodges give Oriental party

To celebrate the second year of their turbulent marriage, which has been enlivened by a long series of tabloid-publicized quarrels, Horace Dodge Jr., automobile heir, and his fifth wife, Actress Gregg Sherwood, hung lanterns in their Palm Beach Oriental garden and gave a costume party. They did the garage over as a full kitchen for a Chinese chef, used a pagoda for a dance band and asked friends to drop in wearing their best kimonos. Some 250—most in elaborate garb—came to glance at a floor show, devour tubs of sub gum and wish their host and hostess a happy anniversary. Gregg remarked wryly, "Anyone for hara-kiri?"



TUG OF WAR starts when Anne Obolensky and friend drag John MacKay onto dance floor. MacKay came as coolie.



FANCY STEP is executed by harem girl, Mrs. Frank Butler, whose partner, Dr. John Pick, wears mandarin outfit.



ORIENTAL MENACE, William Brend came decked out with painted eyeglasses and long, fake teeth.



BETWEEN NUMBERS, Mrs. John Alden Talbot and Mr. Huntington Hartford stroll across outdoor dance floor.

So Fast You Need A Stopwatch To Time Its Speed!



FAST! That little white ball is loaded with lightning! Your flashing paddle hits it with a pistol-like crack and fires it back across the table—streaking over the net at 75 m.p.h! That's table tennis—*so fast you need a stopwatch to time its speed!* Yes—and when you drop a Bayer Aspirin tablet in a glass of water, you'll see that it starts disintegrating almost instantly—*so fast you need a stopwatch to time its speed.* The same thing happens in your stomach. That's one reason why Bayer Aspirin relieves your headache—makes you feel better—*fast!*

GENTLE! Bayer Aspirin is so gentle doctors prescribe it even for small children.

BEST! When you buy aspirin, remember—it makes a *LOT* more sense... to spend a *FEW* more cents... to get the *best*. So buy *Bayer Aspirin*.

**GET THE BEST —
GET BAYER® ASPIRIN**

Two-year Anniversary CONTINUED



BEFORE PARTY Dodge wandered around the garden in blue bathrobe looking over the preparations. Dance floor and pagoda bandstand can be seen behind him. He will reportedly inherit \$100 million.

GOLD FLECK is applied to hostess's face by make-up man when she dresses for the party. She wears a big silver headdress and many diamonds and emeralds on her wrists to go with her turquoise dress.



GREETING KISS is here given Gregg by Mr. James Murdock, Palm Beach society columnist who came dressed as Attila the Hun. Mr. Dodge sits at Gregg's right in mandarin robes he selected for the party.



CONTINUED ON PAGE 136

Beginning In Next Week's LIFE

An Exciting New Novel of the Sea by Famous Author C. S. FORESTER

THE GOOD SHEPHERD

IT IS THE LIFE TRADITION to publish fiction when, by reason of its excellence, it makes news. (Hemingway's *The Old Man and the Sea*, Michener's *The Bridges at Toko-Ri*, each appeared in LIFE before being published as a book.) Thus next week LIFE will begin serialization of a brilliant new novel by C. S. Forester, *The Good Shepherd*, the greatest adventure story to come out of World War II. All action and tension and tingling suspense, *The Good Shepherd* is a heroic tale of three days of danger in the U-boat-packed waters of the North Atlantic. It is a racing, staccato story of a captain, his ship, and the enemy that seeks to destroy it. Just how much reading excitement this combination holds in store for you may be hinted at in excerpts from the narrative itself:

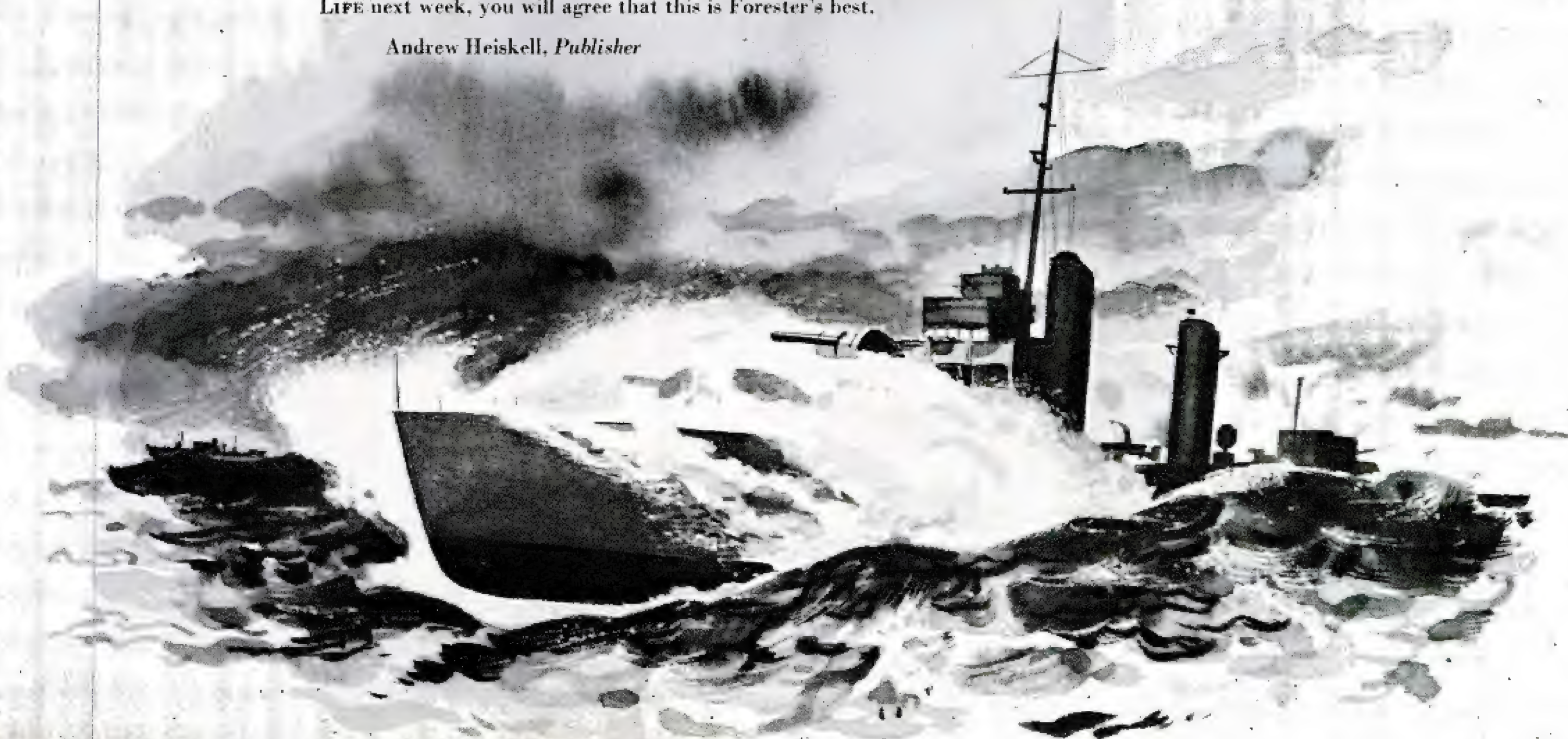
THE CAPTAIN: "The fact that Commander Krause tipped the scale at 155 could be of appreciable importance, it could be a measure of the speed with which he could reach the bridge in an emergency, and . . . of his ability to withstand the physical strain of remaining there. . . . 'Captain to the bridge, sir. . . .' There was urgency in the voice. Krause's hand snatched . . . the uniform coat dangling on its hanger. In his shirt sleeves, still holding the coat, he plunged for the bridge. Seven seconds [had] elapsed . . . when Krause entered the pilothouse."

THE SHIP: "There was time for a rapid glance round the *Keeling*. . . Aloft the 'bedspring' of the radar antenna was making its methodical gyrations. The lookouts were at their posts, seven of them, their eyes at the binoculars in the rests in front of them, traversing slowly to left and to right, each sweeping his own special sector, but each having to pause every few seconds to wipe from the glasses the spray flying back from the bows."

THE ENEMY: "Krause saw it. The long conical bow of a U-boat was rearing out of the tortured water. . . . A gun came into sight. A rounded bridge. The sub shook itself as if in torment—as indeed it was. *Keeling's* guns went off. . . . *Wang-o, wang-o*. The lookout was screaming with excitement. It was hard to focus the glasses on the thing. A wave seemed to run along it, and it was gone."

And About the Author: In his famous Horatio Hornblower books and *The African Queen*, C. S. Forester has established himself as a master teller of tales of the sea. We think, when you have read the first instalment of *The Good Shepherd* in LIFE next week, you will agree that this is Forester's best.

Andrew Heiskell, Publisher



NOW MILLIONS OF AMERICANS who used to toss and turn from excess stomach acid **SLEEP LIKE A BABY**



Who'd guess this mother suffered Acid Indigestion only minutes ago

Last Year nearly **TWO BILLION TUMS** gave instant on-the-spot Relief from excess stomach acid—a common cause of sleepless nights!

Millions of sensible Americans fix acid stomach before they try to sleep. They pop a couple of TUMS in their mouths at bedtime. Almost instantly TUMS neutralize excess stomach acid, sweeten, soothe the tummy. Then comes the natu-

ral sleep of a baby. And no acid rebound from TUMS to awaken you later! TUMS are the best little friend your tummy ever had. Keep TUMS with you always. Only 10¢ a roll and you couldn't buy safer, fast relief for a ten dollar bill.



People all over the nation carry Tums as faithfully as they carry their Keys!

TUMS *for the Tummy*

an Alligator Gabardine makes sense

IT'S THE "COAT YOU'LL LIVE IN"... RAIN SUN COLD



There's no fabric like Gabardine for comfort, protection and year 'round usefulness. And there are no gabardines like Alligators. They stand alone in luxury of fabric, smartness of style and in value. Water repellent, you'll enjoy them even in the rain! Select one of the classics listed below. It will give you so much satisfaction, you will "live" in it.

Platinum Label all wool worsted luxury gabardine \$4975

Gold Label all wool worsted, America's most wanted gabardine \$4075

Dacron* and Worsted Gabardine \$4075

Dacron* and Rayon Gabardine \$2975

Better stores everywhere feature
Alligator...the best name in rainwear
The Alligator Company • St. Louis • New York • Los Angeles



SEE the many other Alligator coats in wide price, color, fabric and pattern range, water repellent or waterproof... from \$850 to \$4975

*DuPont's Polyester Fiber


Two-year Anniversary CONTINUED



ENTERING REGALLY, Robert Rasmussen, as a mustachioed Chinese war lord, was unlikely partner for wife, who came dressed as Arabian harem girl.



DANCING PEACEFULLY, Mrs. Peggy Taylor leans against Clarke Anthony, who wears a striped desert outfit modeled, he said, after Lawrence of Arabia.



How to avoid dry, unruly "jungle hair"

New greaseless way to keep your hair neat all day

New Vitalis with V-7 prevents dryness, makes hair easy to manage

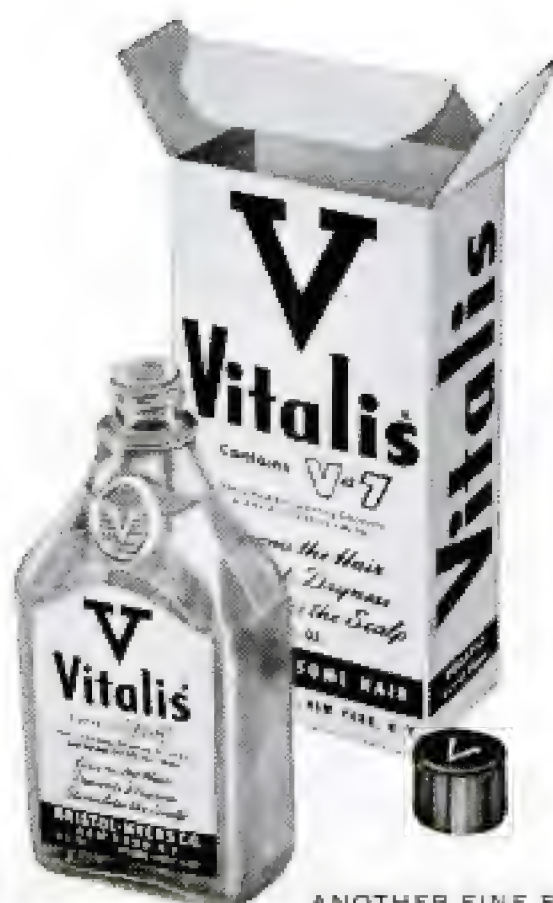
If you dislike over-oily hair tonics, here's good news. New Vitalis keeps hair in place with V-7, the *greaseless* grooming discovery.

You can use Vitalis as often as you like—even every day—yet never have an over-slick, plastered-down look.

What's more, it gives you wonderful protection from dry hair and scalp. And tests show it kills on contact germs many doctors associate with infectious dandruff—as no mere cream or oil dressing can.

Try new Vitalis with V-7. You'll like it.

New VITALIS® Hair Tonic with V-7.®

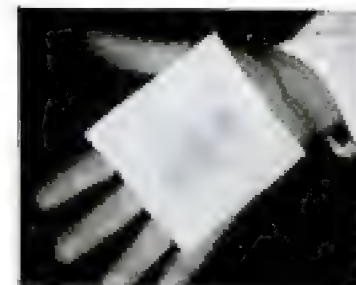


ANOTHER FINE PRODUCT OF BRISTOL-MYERS

NEW VITALIS



MESSY OILS



"TISSUE TEST" proves greaseless Vitalis outdates messy oils

In an independent testing laboratory, Vitalis and leading cream and oil tonics were applied in the normal way. Hair was combed and then wiped with cleansing tissue. Unretouched photographs above show the difference in results!

BIG REXALL TOOTHBRUSH ROUNDUP!

GREATEST EVENT IN TOOTH BRUSHING HISTORY!

10¢ FOR ANY OLD TOOTHBRUSH ON A NEW REXALL DELUXE TOOTHBRUSH

Trade in your old, worn-out toothbrush on a new one! Just bring in your old brush, and you'll get 10¢ toward a new Rexall Deluxe toothbrush.

Adults, Reg. 59¢
ONLY 49¢
with your old toothbrush

Take your choice: 6 different medically-approved styles. All are available in a variety of colors, with Hyzon bristles. Two styles with natural bristles.

MARCH BARGAIN BONANZA at

TO HEAD OFF HACKIN COUGHS 'N COLDS

ATHLETE'S FOOT MISERY?
FUNGI-REX
4-oz. Powder
Soothes burning discomfort; combats perspiration, promotes healing.
59¢
Fungi-Rex, Liquid, 3 oz.; tube, 1½ oz.; or greaseless, 1½ oz. **75¢**
Fungi-Rex, Aerosol, 4 oz. **\$1.59**
Fungi-Rex Combination ... **\$1.79**

Stick Better — Stay Put
REXALL PLASTIC QUIK-BANDS
Box of 33
39¢
Waterproof, flesh-colored adhesive bandages. Plain or mercurochrome.

CUTS? SCRATCHES?
REXALL SKIN ANTISEPTIC
Highly effective antiseptic first aid dressing. Always keep some handy.
1-oz. bottle
33¢
"Make Rexall your Brand, Partners"

SQUEEZE-BOTTLE NASAL RELIEF
REXALL NASOTHRICIN Nasal Spray
Vasoconstrictor quickly relieves stuffy nose as antibiotic fights many bacteria.
½-oz. squeeze-bottle
89¢

THREE-WAY COUGH RELIEF
REXALL TRIPLE ACTION Cough Syrup
Penetrates, stops tickle, relieves pain of coughs due to colds. Non-narcotic.
4-oz. bottle
98¢

FAST 4-WAY COLD RELIEF
REXALL ANAPAC
15 tablets
49¢
Contains antihistamine, aspirin, phenacetin and caffeine for fast symptomatic, prolonged cold relief. 36 tablets ... **98¢**

NONE FASTER-ACTING AT ANY PRICE
REXALL ASPIRIN
Each tablet contains 5 full grains of aspirin! Assures fast, effective relief from headaches, coughs and symptoms of colds.
Bottle of 100
54¢

RELIEVE RAW SORE THROAT
REXALL BLOKETS
Anesthetic, antibiotic — relieve minor throat irritations, coughs due to colds.
Vial of 15
69¢

HEARTBURN? BELCHING?
FAST 4-WAY RELIEF
REXALL BISMA-REX
Neutralizes excess acid, assists in removal of gas, soothes irritated stomach lining, relieves annoying heartburn.
Big 4¼-oz. bottle
89¢
Physicians' Size, 1 lb. ... **\$2.09**
Trial Size, ¾ oz. **19¢**
Bisma-Rex Gel, 8 oz. **\$1.19**
Bisma-Rex Mates, 75 tabs. **89¢**
Bisma-Rex Tablets, Rolls of 12; Regular, 10¢, 3 rolls for 25¢; With chlorophyll, roll, 25¢

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For closer, cleaner shaves! Choose Bay Rum, Cooled or Brushless.

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Aerosol Moth Proofer, Just push a button for effective moth protection. Big 12-ounce Aerosol can, regularly \$1.95, now. **\$1.19**
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NOW! 11 VITAMINS PLUS 12 MINERALS IN ONE TABLET!

Ask Your REXALL Druggist about

NEW SUPER PLENAMINS

One tablet a day supplies more than your minimum daily requirement of all vitamins for which minimums have been set — plus vitamin B₁₂, folic acid, liver concentrate, and 12 important minerals including 1½ times daily iron and iodine requirements!

10-Week supply of 72 tablets. . . . \$4.79

Economy-size bottle of 144 tablets. . \$7.95

NOW SHOWING! 2 GREAT NEW PRODUCTS FROM Rexall's Laboratories

New Infection-Fighting Cream



REXALL EPOTHRICIN FIRST AID CREAM

An effective antibiotic dressing for cuts and scratches, minor skin irritations, shaving cuts and acne. Won't sting — antiseptic and antibiotic. Forms a protective film, promotes healing.

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REXALL CHILDREN'S COUGH SYRUP

Triple-acting — penetrates, stops tickle, and relieves pain — but non-narcotic. Gives quick relief from coughs due to colds, has pleasant raspberry flavor.

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PROTECT HANDS! CARA NOME Silicone Formula LOTION

Invisible "glove" of wonder-working silicone repels water, protects and keeps hands smooth during dishwashing, household chores.



3-oz. squeeze-bottle
\$1.00

Freshen Breath REXALL Mi-31 SOLUTION

Rexall's famous amber-color mouthwash, gargle, breath deodorant, and multi-purpose anti-septic for family use.



Full pint, 79¢

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Compressed

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Controls unruly hair; adds body. Not greasy, flaky or drying. Wonderful for damp weather.

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LOSE UP TO 5 LBS. A WEEK Ann Delafield REDUCING PLAN FOR WOMEN

30 days' supply of appetite reducing wafers and vitamins plus Beauty Book!

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10 days' supply with informative book.



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FOR SILKY-SOFT CURLS CARA NOME NATURAL CURL HOME PERMANENT

Has "Neutralock" Neutralizer. 4 types: for Normal; Bleached or Dyed; Gray-to-White hair; and for Little Girls.

Also, New Pin Curl Permanent Each, \$1.50



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Rex-Salvine for Burns. Salve, 1½-oz. tube, only 57¢; push-button 5-oz. Aerosol, \$1.39
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Stag Cream Hair Tonic. Keeps hair neat without "plastered" down look. 3 oz. . . 43¢
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Cara Nome Creams. Choose 3½-oz. skin cream; 3¼-oz. dry skin cleansing cream; 3-oz. cleansing, hand, or cold cream. . . \$1.25
Cara Nome Make-Up Stick. Not drying or greasy. Choice of 5 shades. Each. . . \$1.50
Cara Nome Concentrated Shampoo. More economical than less expensive brands, because you use so little. 6 oz. . . \$1.10
Rexall Klenzo Antiseptic Mouthwash. Kills germs. Cinnamon-flavored. Pint. . 79¢
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Rexall Motion Sickness Tablets. 12. . 89¢
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Rexall Boric Acid for Cleansing. Makes soothing lotion. Powder, crystals. 4 oz., 33¢
Rexall Peroxide of Hydrogen 3%. Antiseptic lotion for cuts, scratches. 4 oz. . 18¢
Rexall Rubbing Alcohol. An excellent, non-irritating compound for quick relief from minor muscular aches. Full pint, only. . 69¢
Rexall Witch Hazel for After Shaves. Also soothes sprains, bruises. Pint, only. . . 57¢
Rexall Cherosate Cough Syrup. Time-tested formula relieves "tickling throat" and loosens phlegm. ½ pint, only. . . . 98¢
Rexall Monacet APC for Colds. Proven combination of aspirin, phenacetin, and caffeine for quick, prolonged relief. 100. . 79¢
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Rexall

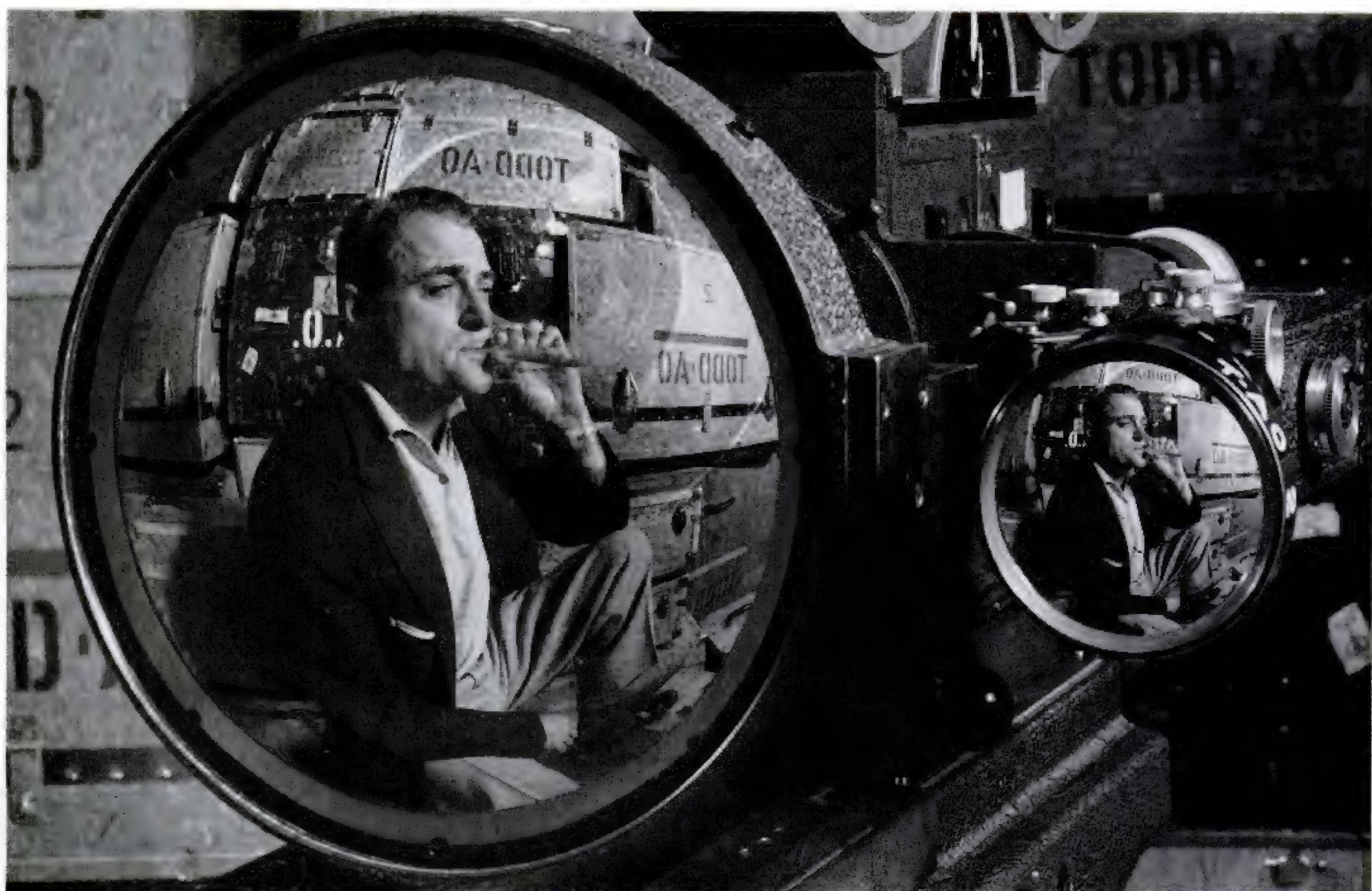
You can depend on any drug product that bears the name Rexall

CLOSE-UP

Mike Todd and His Big Bug-Eye



THE SWEEP OF THE TODD-AO SCREEN TAKES IN LONG CAVALCADE OF VEHICLES



THE IMPRESARIO OF TODD-AO sits reflected in the enormous nine-inch "bug-eye" main lens and smaller finder lens of one of the cameras used to make

Oklahoma! Camera is about same size and weight as ordinary commercial ones, but it gets clearer wide-angle shots by the use of larger film and faster speed.



IN THE MOVIE VERSION OF RODGERS' AND HAMMERSTEIN'S MUSICAL "OKLAHOMA!" THE CURVED SCREENS USED WILL MEASURE UPWARDS OF 50 X 25 FEET

FILM PROCESS CAPS HIS GAUDY UP-AND-DOWN CAREER

by JOEL SAYRE

PROBABLY one of the most unusual friendships in the annals of show business is that now flourishing between Mike Todd, producer, of Broadway, Hollywood and the wide world, and an eminent University of Rochester scientist named Brian O'Brien. The project that brought this unlikely pair together was the creation of a new cinematic process. The process is named Todd-AO and the first movie filmed in it, Rodgers' and Hammerstein's record-breaking musical, *Oklahoma!*, is now being completed. When it is released this spring Todd and O'Brien hope that with their wide-lensed "bug-eye" cameras and new type of curved screen they will end once and for all Hollywood's quest for a way of re-creating some of the magic that movies had for tremendous audiences in the '20s and '30s.

In appearance Dr. O'Brien is a stereotype of the American university professor: a slender man in his mid-50s with thinning gray locks, his mien benevolent, his spectacles steel-rimmed, his haberdashery sober. Todd, in his mid-40s, is brunet and hairy, with a bristling crew cut, piercing dark-blue eyes and a fighting jaw.

The speed of Todd's verbiage is fast, its beat staccato. He is generally taut to a degree just short of ague, unable to sit or stand still or stay away from the two telephones which, on long extension cords, are almost always with him. Asked about his feelings toward

Dr. O'Brien, Todd replies, "I got a terrific twitch for him." Todd signs off their phone conversations with, "Okay, pardner."

As befits a scientist, Dr. O'Brien is calm and deliberate in speech and gesture. "Mike Todd is a great guy," he said not long ago, shyly attempting what he considered Todd's idiom. He then cleared his throat and continued, "Contrary to general belief, he is a very stable citizen. He has never, ah, gone off the deep end, never been unreasonable. He has asked for the impossible, of course, but without being unreasonable about it."

The details of how these two got together are entangled with the history of Cinerama, the thriving wide-screen film process that is the immediate antecedent of the new and very different one pioneered by Todd and O'Brien for *Oklahoma!* Back in 1950 the promoters of Cinerama had almost given up hope of ever getting their invention before the public. That same year Todd was working with Lowell Thomas on the presentation of Thomas' film about Tibet, *Out of This World*. One day Thomas saw a demonstration of the then-experimental Cinerama, became interested, and sent Todd to have a look too. Todd promptly burst into flame. "It'll hit them and squeeze them!" he kept telling Thomas afterward. "It'll hit them and squeeze them!"

The upshot was the formation of Thomas-Todd Productions and the start of work on

the feature *This Is Cinerama*, for which Todd supervised the European sequences. Since its New York premiere in September 1952, *This Is Cinerama* has hit and squeezed them to the tune of well over \$20 million in 17 cities around the world. The second film using the process, *Cinerama Holiday*, is now playing to full houses.

Todd gets up off the floor

WHEN Todd attended *This Is Cinerama's* triumphal opening, he was far from triumphant; a couple of months before, after some disagreements with his partners, he had agreed to sell out his interest in the venture. But one of his many talents is an ability to pick himself up off the floor fast without wound-licking or self-pity. For one thing, he knew that Cinerama could be substantially improved upon, especially from the exhibitor's viewpoint. Cinerama's effect is created by three strips of film simultaneously projected on a huge curved screen. To take this film, three cameras must be used and there are noticeable joining lines on the screen image. Projecting the film requires three booths on the theater's ground floor instead of the conventional single booth in the balcony. To install these booths and other Cinerama equipment costs as much as \$75,000.

Determined to discover a bugless process

TRIOCIN

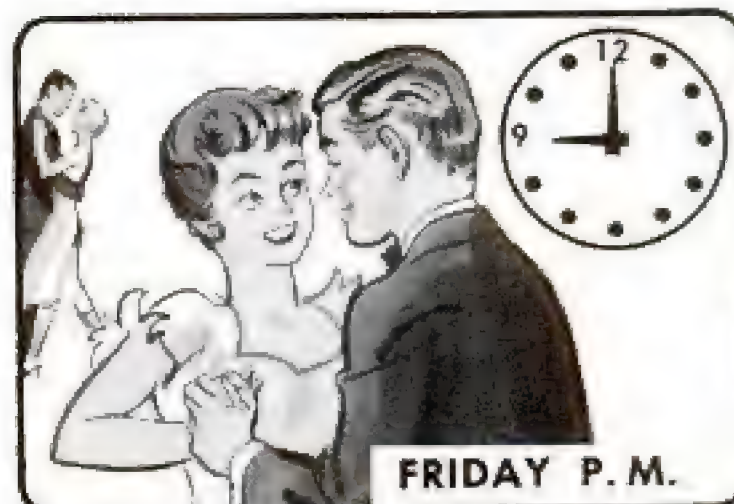
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On the job—or on a date—don't let unsightly acne rob your confidence, now that TRIOCIN can rescue you! Hateful eruptions can be concealed instantly—can be improved, often in 24 hours! TRIOCIN relieves overactive oil glands and thickening pores. It discourages bacteria growth, thus preventing further infection. Get TRIOCIN right away! It's 3 ways better! A \$1.29 tube can save a lot of heartbreak!

Also use TRIOCIN Blue Foam first, the mildest bubble-foam ever designed for cleansing sensitive skins. Only 89¢. Both products available at all druggists.

Improves acne...
OFTEN IN
24 hours!



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SHOWMAN AND SCIENTIST hammer out details of Todd-AO during one of many conferences where Todd mostly expostulated, O'Brien cogitated.

TODD CONTINUED

that would top Cinerama, Todd prowled around New York for several weeks asking everybody he knew in the fields of technology the same question: "Who's the Einstein of the optical racket?" So many of the answers were "Brian O'Brien" that in October, Todd landed in Rochester, established a beachhead and opened fire on the doctor.

O'Brien had never heard of Cinerama, much less of Mike Todd. His sole professional connection with movies had been the invention of the fastest cameras extant—the slowest of which takes 10 million pictures a second and which are used for photographing explosions in general and bursting atom bombs in particular. Todd told O'Brien all about Cinerama's marvels and its bugs. "Doctor," he finished, "I want you to get me something where everything comes out one hole."

The doctor, unimpressed and uninterested, attempted to brush Todd off by recommending that he apply to one of the big commercial optical firms. But among the main requisites of showmanship is persistence, and among showmen Todd is considered pre-eminent in this trait. For five weeks running, Todd phoned the doctor two or three times a week to deliver sales talks of mounting intensity and volume.

At about this time O'Brien was granted a leave of absence by the university to become vice president in charge of research for the American Optical Co., a venerable concern with headquarters at Southbridge, Mass. His ears jangling from Todd's sales talks, the doctor finally sent a young colleague to New York to see if Cinerama really did amount to anything. The colleague wrote a careful scientific analysis, which ended with the word "Wow!" O'Brien went to New York and was himself wowed. American Optical was wowed in turn and in late November decided to go ahead on Todd's dream.

By May 1953, O'Brien, working with some 100 research specialists and engineers, had produced a process whereby the effects of Cinerama could be obtained on one piece of film photographed by one camera and thrown on a screen by one projector. Estimated maximum cost of equipping a theater for the process: \$35,000; no booths on the ground floor, no profitable seats to be ripped out, no joining lines on the screen. From Cinerama the O'Brien team had borrowed the device of the curved screen; just about everything else was radically changed. Film size was upped to 65 mm from the movie industry's standard 35 mm and entirely new cameras and lenses were designed. The most remarkable achievement is probably the huge lens capable of taking panoramic shots over an angle of 128°, which cameramen promptly christened the "bug-eye." (The two other top contenders for filmgoers' dollars, CinemaScope

CONTINUED ON PAGE 144

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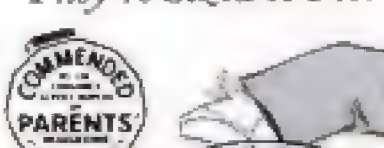


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They're Sized to Fit!



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Children's Playclothes,
Outerwear, Nightwear

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QUICK RELIEF for COLD SUFFERERS

As a gargle STANBACK relieves sore throat due to colds.

Reduces fever, relieves aches and pains and sore, aching muscles that accompany colds.

Test STANBACK
Against Any
Preparation
You've Ever
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Snap Back with

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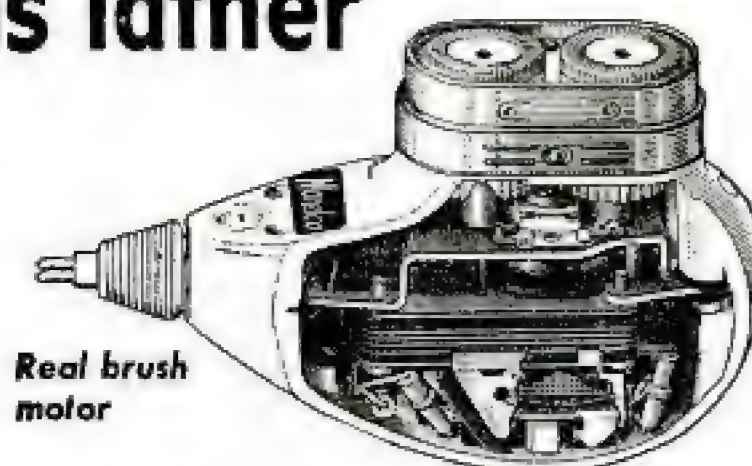
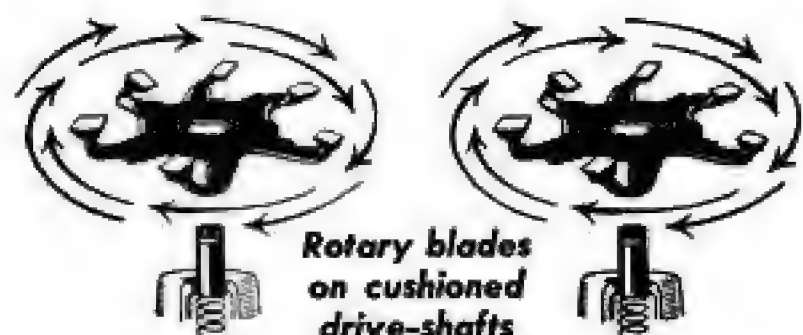
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Why does this shape electric shaver
give me the best shave ever? Because of Rotary Blade Action.
And only Norelco has it!



**Norelco brings you electric shaving's first basic improvement in
20 years...Rotary Blade Action...to make all other
electric shaving as old-fashioned as lather**



Shaves as close as a barber's razor. Norelco's 12 finely-honed blades shave whiskers as a barber's razor does, with only a *single* shaving edge. Other electric shavers *pinch off* whiskers between *two* metal edges—one fixed, one oscillating. That's why, with Norelco, you feel no whisker-pull.

No skin irritation. Norelco's blades are mounted on cushioned drive-shafts, thus whisk away whiskers exactly at skin-level, no matter how light or heavy your shaving touch.

Face needs no break-in period—great shaves at once. Skin-stretcher rim on Norelco's shaving head (no other shaver has one) flattens skin, upending each whisker. Then Norelco . . .

Shaves according to beard's natural growth, as slots in stationary skin-guard discs catch whiskers whichever way they grow. Prickly clumps and patches (where ordinary straight-headed electric shavers often run into trouble) disappear first time over. Norelco's *natural* shaving means more comfortable shaving.

Self-sharpening, lubricated for life, easiest to clean. Flawless engineering (two decades' research in one of the world's greatest laboratories) means years of use without repair-shop blues. Self-starting brush motor. Designed to fit hand. Cleans in seconds; no fumbling with parts.

15 day FREE home trial. Norelco will give you the smoothest shaves ever, wet or dry. Ask your dealer about no-obligation home trial. Norelco is sold at drug, jewelry, department and appliance stores. (It makes the ideal *gift*, too!)

Each year, more men around the globe buy and use Norelco* than any other electric shaver. They know from experience that Norelco means shaving at its absolute modern best. That's why Norelco is . . .

**COMPARE NORELCO WITH
THE OTHER 3 LEADING ELECTRIC SHAVERS**

	A	B	C	NORELCO
Close-shaving rotary action	No	No	No	YES
Real brush motor	No	No	YES	YES
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Self-sharpening	No	YES	No	YES

**Largest-selling electric shaver in the world—
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Norelco
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***Known as PHILISHAVE in Canada and throughout the rest of the free world**

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AC/DC
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Beware of combs



That scratch and tear.



Replace with Ace



For years of wear!

Be as careful of your comb as you are of your combing. Use a hard rubber Ace: it gentles your hair into place, glides safely across your scalp because there are no sharp "burrs" between teeth and each tooth-end is smoothly rounded. Moderately priced, individually packaged. For everyone at home or away. American Hard Rubber Co., N.Y. 13.

ACE
HARD RUBBER
COMBS



SMOOTHER • STRONGER • LAST MUCH LONGER

TODD CONTINUED

and Vistavision, both use standard-size film and wide but less curved screens.)

Todd rounded up a group of backers, who rounded up \$1 million, and early in 1953 the group formed the Magna Theater Corporation. For a while the directors of Magna considered calling the new process "Magnascope" or "Magnorama." Todd sensibly pointed out at a meeting that movie patrons were by this time confused and bored by the glut of 'scopes, 'ramas and 'visions already on the market. After he had obtained solid agreement on this criticism, he proposed his choice for a name that would not only be catchy but would stick in the public's mind: "the Todd process." There was a stunned silence until an American Optical executive present proffered that whatever the name might turn out to be it would be only fair for it to contain some reference to the firm that had developed the process. Todd agreed to compromise on the name Todd-AO.

There are some who think that if justice were done the name should be "the O'Brien process," but nobody is less interested in this contention than Dr. O'Brien himself. "Mike," he says, "was the first to recognize the need to give the effects of Cinerama with a single camera and film. It's all due to his imagination. I am glad that the process has his name on it."

Magna's most pressing problem was finding an opening vehicle. Everybody agreed that the musical *Oklahoma!* would be a natural. The only trouble was that *Oklahoma!* had been performed as a stage musical somewhere on earth ever since the spring of 1943 and was so profitable that its authors, Richard Rodgers and Oscar Hammerstein II, were understandably indifferent to movie offers. When they saw the new process Rodgers and Hammerstein were excited enough to buy a substantial block of Magna stock, but when it came to relinquishing *Oklahoma!* they needed more convincing. Finally they were shown a test sequence in color involving two pretty girls and two youths on a picnic. "I found myself wanting to reach for a doughnut and then for both the girls," Rodgers said afterward. "That picnic sold us," *Oklahoma!* they sold for \$1,020,000.

The Todd-AO version of *Oklahoma!* is in color and runs two and a half hours. It cost \$4.5 million to make. Nearly all of the outdoor shots were taken in Arizona after Fred Zinnemann, the director, discovered that contemporary *Oklahoma's* vistas were all too frequently interrupted by oil derricks and teeming highways.

The built-in bankroll

IF *Oklahoma!* coined money as a stage musical, as a Todd-AO road show it should end up as a kind of cinematic Fort Knox. Already Rodgers' and Hammerstein's *South Pacific* has been announced as one of *Oklahoma!*'s Todd-AO successors, and for the next five years Magna has its choice of any or all of the team's smashes except *The King and I*, which Fox owns. If *Oklahoma!* is the smash hit it is expected to be, other companies will no doubt want the process for their big spectacles. Since Magna will lease the process and equipment to companies using it, also collecting a percentage on each seat in the theaters screening the product, and since Todd's share of both Magna (31%) and Todd-AO (of which Magna owns almost two-thirds) is not only large but built right into the pilasters, he scarcely needs to fidget over where his next cigar is coming from.

This is not at all bad for a fellow who, as Broadway recalls it, went broke for \$1,105,616.78 just the other day. Only last June, Senator John Williams (R., Del.), who serves the U.S. Treasury both as watchdog and bloodhound, reminded the nation that Todd still owed the government \$271,642 in delinquent taxes.

The government and Todd's remaining creditors should soon be able to relax. Todd says he has already raised millions for future Todd-AO ventures, and that millions more are available. This assertion is probably perfectly accurate, for as a lightning promoter Todd is second to nobody in show business.

The dizzying history of Todd's promotions goes back to his early childhood. By the time he met Dr. O'Brien in 1952 he had been, among other things, a dice hustler, carnival roustabout, juvenile violator of the Prohibition statutes, trustee of a bricklaying academy, bankruptcy sale-impresario, building contractor, movie studio soundproof, plunger on horses and cards, dramatist, bankrupt and, of course, all-around switch-hitting showman. In all of these roles—including, and even particularly, that of bankrupt—he has maintained such unshakable self-confidence that his career is worth study as a classic example of that quality.

Todd was born in Minneapolis in a year that has never been positively fixed because the midwife who brought him into the



Cheers for meatless dishes

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and watch it become bright as new in a moment or two... because this happy blend (65% dacron, 35% fine pima cotton) sheds soil in a flash, shuns shrinking or fading.

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to drip dry in a matter of hours... wrinkle-free, silken-smooth and ready to go... never needs an iron: saves you so much time and care!

498



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Dacron-and-Pima... softly collared, with roll-up sleeves... pure white or lovely pastels, sizes 30 to 40. Wonderful for girls, too: sizes 7 to 14, 2.98.



TODD AT 7 (left) stands outside family home in Minneapolis with his older brother, sister and mother during the years before they moved to Chicago.

TODD CONTINUED

world forgot to write the date on his birth certificate. He himself claims that he is 45 and was born on June 22, 1909. His brother David knows that *he* was born in September 1910 and is pretty sure that his brother Mike is 21 months older than he is, which would place the latter's birth date in December 1908.

Todd's full name was originally Avrom Hirsch Goldbogen. The name he later adopted was evolved in a singular fashion. As a small child he pronounced the word "coat" as "toat," and "Toat" became his nickname in the family. In time, "Toat" developed first into "Toad," then into "Todd." When he was 17, Avrom Goldbogen married a Chicago girl named Bertha Freshman. When their son and only child was born in 1929 they named him Michael. At the age of about 19, the young husband decided to change Goldbogen to Todd, and as a substitute for Avrom he borrowed his son's first name—probably one of the few instances in the history of autobaptism in which a senior was named after a junior.

Todd's parents had come to this country from Poland in 1906. His father, Hyman Goldbogen, had been a rabbi, but for some years after his arrival in the U.S. he had to work at odd jobs and in small businesses to support his wife and eight children. "We had no governesses," Todd says.

At the age of 5 Todd was out helping a fruit peddler on his rounds and delivering packages for neighborhood tradesmen; at 7 he was contributing to the family income by selling newspapers and tootling a cornet in a boys' band. Whenever a carnival came to Minneapolis he would hustle a job in it. At the concession where the sucker would attempt to win a live duck by throwing three balls into a bucket, Todd was once employed to hide under the concession platform and, at a shouted signal from the concessionaire, work a spring that would make the third ball that landed in the bucket bounce out. The wages were 25¢ a night. On the fourth night he demanded a raise and was turned down. Next night he neglected the spring until a boy confederate of his had cleaned the concessionaire out of ducks. Todd was fired, but the hungry Goldbogens ate almost more duck than they could stand.

In 1918 Todd's father was appointed to a small synagogue in the Wicker Park section of Chicago's northwest side, then a pretty rugged area inhabited principally by poor Polish and Jewish families. When Todd reached the 8th grade at the Wicker Park grammar school he embraced the process that disciples of the late Professor John Dewey call "integrating with the group." At the school there was a crap-shooting group with which Todd integrated so well that the group ended up by integrating with him. He succeeded in getting a share (known in adult crap-shooting as "the pinch" or "the viggerish") of every pot rolled for. In return for this, he decided who should be allowed to play, when and where

CONTINUED ON PAGE 147



"Oh-oh, looks like that's for me!"



"But, I just had a bath — last month!"



"Easy on the soap, Bud!"



"Now — I'll give them a shower!"



"Oh, well, it might have been worse!"



"Flash it quick — I have a bone to dig up!"

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TODD CONTINUED

the game would be held—usually in the rear of the school's playground—and kept an eye out for cops. He even furnished the group with a name—the Sleeve Tossers.

Another group Todd integrated with he encountered when he took a part-time job with a neighborhood druggist who sold grain alcohol to bootleggers at \$20 a gallon. The druggist kept his alky supply stashed behind a big case of pharmaceutical bottles, set close to a wall. A fat, clumsy man, he appointed Todd (who was appropriately skinny because he never got enough to eat at home) traffic manager of the stash. Todd was so obliging and efficient at humping the large carboys of alky out of their hiding place that the needled-beer brewmasters, bathtub-gin distillers and red-ink vintners expressed their gratification with lavish tips.

Deciding that he had no time for high school, Todd, who had learned that bricklayers were earning \$15 a day, persuaded the authorities at a trade school to let him install a bricklaying course and split the tuition fees with him. The venture collapsed when word arrived that the jealous Bricklayers' Union would refuse to recognize the course's diplomas. Besides, Todd had been slowing things down in class by continually trying to tell the instructor he had hired how to lay bricks.

He and a friend next pooled their capital of \$80 and set out to get rich in what was called the *schlacht* shop field by staging Building-Coming-Down-Going-Out-of-Business-Price-Slash-on-All-Stock sales for small storekeepers who could benefit by some high-pressure merchandising. Never one to pinch pennies when putting on a show, Todd shot the partners' whole bank roll on the opening production, which was so lavish and compelling that it convinced even the storekeeper so that he actually did go into bankruptcy.

The most spectacular venture of Todd's adolescence was the Atlantic Construction Company, which he organized in 1926 at the age of 17 or thereabouts with his brother Frank, who was old enough to vote and sign contracts, as partner. The two opened a lavish office and placed big advertisements attacking the monotony of Chicago's domestic architecture. "Build a Home Different" was one of Todd's inspired slogans. When the hairy filaments of fiber building blocks used in some of Todd's "different" houses began to poke through the stucco, he had the fur shaved off and laughed: by now he was putting up apartment houses and giving advice to architects. In 1928 the brothers had an \$820,000 credit balance at the bond house that was backing them. Then the bond house failed and the Atlantic Construction Company failed with it.

In Hollywood, talking pictures were just being introduced, and it occurred to Todd that there might be some change to be picked up in soundproofing the movie stages. He was getting along well until the Depression struck and Hollywood's main sound problem became the moans of the producers. Todd was at liberty.

It was Chicago's Century of Progress Exposition in 1933 that gave him his first successful crack at the gaudy life of show business. To celebrate the vast strides forward that the Windy City had made in its first 100 years, he created an illusion masterpiece called the Flame Dance in which a pretty dancer named Muriel Page fluttered about the stage drawing nearer and nearer to a huge candle, the flame of which Todd controlled by manipulating a gas machine beneath the stage floor. When Miss Page got sufficiently close to the flame, he would turn the gas on full blast, her gauzy wings and leotard would catch fire, and she would scamper off stage with apparently no clothes on.

Another illusion he contrived at this period was taken from an amusement gimmick once popular in the tonier saloons, known as The Girl in the Goldfish Bowl. This featured a live female nude whose image was reduced by trick mirrors to a height of about three inches. Adapting this principle to a much wider audience, Todd substituted Santa Claus for the nude and sold the idea to toy departments under the name of The Kute Kris Kringle.

As the Century of Progress closed Todd formed a vaudeville unit consisting of the blazing Miss Page, a comedian named Harry



SON Michael, born in 1929, was the inspiration for Todd's present name, which he adopted then to match that of the child.

CONTINUED ON PAGE 151


"I bin robbed"

Every morning more folks run out of Kellogg's Corn Flakes than any other cereal. Reason is, they taste best to more people. Always have, still do. Running low at your house? Better get a spare.



Which Pitcher has the Minute Maid Orange Juice in it?



IT'S THIS ONE  with $\frac{1}{4}$ more juice for the same money than oranges squeezed at home!

These 2 Pitchers tell you better than 1000 Words why
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- 1 You get $\frac{1}{4}$ more Delicious Juice!
- 2 You get $\frac{1}{4}$ more Healthful Vitamin C!
- 3 You get $\frac{1}{4}$ more Body-Building Minerals...

Make Yourself the Pitcher of Better Health with Minute Maid!



Savoy and a trained penguin named Pete. This somewhat improbable group was billed as *Bring on the Dames*. The actor who put Pete the Personality Penguin through his routines had to keep his costume loaded with herring, which sometimes made things a little uncomfortable for the rest of the cast during the summer months, but the unit was a hit for more than a year.

Snapping his suspenders, Todd set out to establish himself on Broadway. His first two attempts—with the plays *Call Me Ziggy* and *The Man from Cairo*—were colossal flops, but on his third try he definitely made it with an all-Negro musical, *The Hot Mikado*.

Initial inspiration for the gutbucket interpretation of Gilbert and Sullivan's gentle fantasy had come from a WPA production in Chicago. Todd made plans to open a wilder, jazzier version of his own on Broadway. Before he could get his curtain up the WPA troupe hastily closed in Chicago and moved to New York. Todd charged the WPA with obstructing private enterprise and yelled for his Constitutional rights. At one time in 1939 there were three jazz *Mikados* running in New York. But the Todd version won out. It not only starred Bill Robinson, one of the greatest tap dancers who ever lived, but also provided a special bakelite floor for him to dance on, a soap bubble waterfall 40 feet high and an erupting volcano.

All this and El Gruesome too

IN the summer of 1939 Todd took *The Hot Mikado* across the East River to the New York World's Fair. There during the fair's first year the entertainment section was dominated by its foremost concessionaire, Billy Rose, with his Aquacade, starring Eleanor Holm. Todd's ego bristles at the thought of being dominated by anyone in any field, and in the second year he topped Rose with the Dancing Campus, featuring name bands and a floor big enough to hold 12,000 jitterbugs; the Streets of Paris, featuring Gypsy Rose Lee, and Gay New Orleans, which was housed in a 10-acre replica of that city's French Quarter. The latter concession featured a girl revue staged by Hassard Short plus a Spanish aerialist billed as El Gruesome, who four times a day jumped from the top of a 100-foot pole and dangled hair-raisingly with the end of a 30-foot rope noosed about his neck.

After the fair closed, Todd wrapped up Gypsy Rose Lee, the Gay New Orleans revue, a pair of name bands and some show-stopping vaudeville acts and shipped them to Chicago. He took over and renovated the old Rainbow Gardens, a huge but defunct cabaret on the North Side, and opened it as the Michael Todd Theater-Cafe. Upsetting every nightclub tradition, he ran his establishment according to the principles of Andrew Jackson and Abraham Lincoln, aiming the entire operation at the common people. Admission was 50¢, dinner 75¢ (the most popular dessert was Jello); champagne cocktails cost a quarter, cigarets exactly what they did at any tobacco store and hat-checking was free. The plain people of Chicago loved the theater-cafe to the tune of approximately \$65,000 a week.

This was just too tempting for Chicago's gangsters to make their hands behave. The Nitti mob, heirs of Al Capone, began moving in and pressuring Todd's backers and several unions involved in the club's operation. A cover charge was instituted; food and drink prices soared; hat-check girls set out their saucers for tips; cigarets cost abominably; there was no more Jello to be had. Todd finally sold his stock and left Chicago.

He returned to Broadway, and at his shows thenceforth good seats came to \$4.40, \$5.50 and later \$7.20. In the 2½ years between June 1942 and February 1945—when New York was crammed with servicemen and defense plant workers hungry for diversion and willing to pay for it—he produced four lavish musicals, each of which played to capacity houses for long runs: *Star and Garter* (609 performances); *Something for the Boys*, with Cole Porter music, starring Ethel Merman (422); *Mexican Hayride*, with another Porter score, starring Bobby Clark and June Havoc (481); and *Up in Central Park*, starring nobody in particular (504). Even Todd's flops paid off. *Catherine Was Great*, dealing with the ravenous empress of Russia, which Mae West not only starred in but wrote, failed in New York, then cleaned up on the road; *The Naked Genius*, a stark drama about a stripper, which Gypsy Rose Lee wrote, sold to Hollywood for around \$150,000.

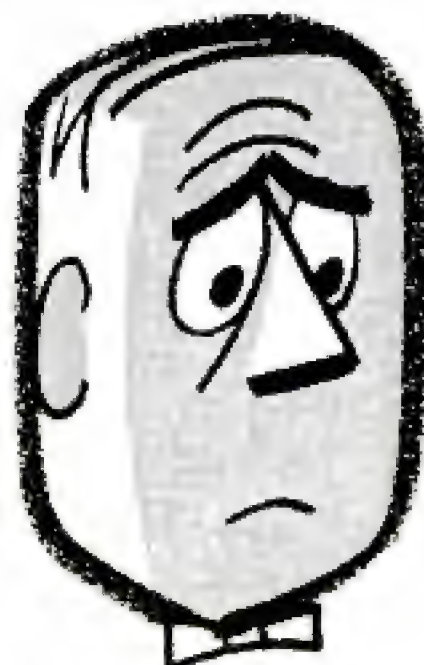
On the night *The Naked Genius* opened, Todd presented Miss Lee with a jeweled compact. She left it in a restaurant after the show. Todd recovered the compact and recovered the money he had paid for it. Then he made another purchase, this time at Gimbels department store, and sent it to her. "You won't leave this in no restaurant," he told her. It was a huge nude, entitled

CONTINUED ON NEXT PAGE

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Dallas to Denver	\$1.10
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Velvet Black, Dark Brown,
Light Brown or Auburn...
Elegant turquoise & gold case!

79¢

TWIN-REFILLS, 39¢

TODD CONTINUED

La Toilette, by the French painter Bouguereau. The painting hangs in the living room of Miss Lee's Manhattan mansion with the price tag still attached to the frame: \$2,475.

Todd has managed to get along amiably enough with nearly all his leading ladies except Mae West. Trouble started right off with the casting of *Catherine Was Great* when Miss West ordered "the biggest, handsomest brutes in town" for her male cast. It was pointed out to her that because of the war all the biggest, handsomest brutes were in the armed services. Miss West then mentioned one brute who she knew was not in service—a Pacific Coast wrestler of astounding proportions who grunted professionally under the name of Wee Willie. Todd freighted Wee Willie to New York, where it was discovered that he was totally incapable of retaining lines, even not very difficult lines like "yes" and "no." He was freighted back to California.



FLAME DANCER Page was an early star for Todd.

Tweed Ring. But as opening time drew near, almost everybody concerned became increasingly certain that the critics would not share Todd's confidence in the show. Todd got around this by opening it on a Saturday night—too late for the critics to get their reviews into the Sunday papers. After the performance he blew the entire first-night audience to a magnificent champagne-and-caviar party in Central Park's Tavern-on-the-Green, to which the guests were conveyed in broughams, hansom cabs, barouches, victorias and tallyhos. Jimmy Walker, New York's playboy ex-mayor, stated flatly that it was the finest party since the days of Diamond Jim Brady. The gulp-by-gulp reports of the party in the Monday newspapers took attention away from the critics' reviews. Ticket buyers began jostling at the box office that morning and the show was the season's top money maker on Broadway. In its annual review of the 1944-45 theatrical season a national magazine described Todd as "dough-heavy."

This was an error. For several years Todd's financial affairs had been comparable to the situation depicted in the old radical cartoon showing a cow being fed at one end by honest toilers and milked at the other by a bloated capitalist wearing a silk hat. The huge profits from the hits produced by the hard-working Mike Todd were being milked away faster than they were made by pari-mutuel systems at the race tracks and better gin rummy players at the Friars Club. In one of his syndicated columns, Damon



STRIPPER Lee starred in two of Todd's big hits.



MAE WEST became a Todd star in her own play, *Catherine Was Great*. She played role as a kind of imperial version of "Come up and see me some time."

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'Chap Stick'—so soothing
and refreshing
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'Chap Stick' is the all-family lip balm. Wonderful for cold sores. Brings fast relief to lips that are dry, chapped, cracked and sore.

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Do you know what a Savings and Loan Association can do for your family?

The questions and answers below will tell you how insured Savings and Loan Associations are now serving 13 *millions* of your fellow Americans—and how they can serve you and *your* family.

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Q. *How much money do savings accounts earn?*

A. You get excellent returns. That's because the Associations invest most of their funds in sound, steady-paying home mortgages.

Q. *What guarantees the safety of your savings?*

A. They are protected by good management and substantial reserves. And they are insured up to \$10,000 by the Federal Savings and Loan Insurance Corporation—an agency of the U. S. Government.

Q. *How popular have the insured Savings and Loan Associations become?*

A. Americans are now putting more of their savings account dollars into them than anywhere else!

Q. *Who runs the Associations?*

A. Responsible, experienced people of your *own* community.

Q. *What kind of loans do they make?*

A. Only property loans—with the emphasis on mortgages for home buying, building and alterations.

Q. *How important are their loan services?*

A. They are now the nation's largest single source of home mortgage loans! They make liberal loans—quickly and at moderate rates.

Q. *What's the best time to get to know your local insured Savings and Loan Association?*

A. Right now! Drop in today—and see for yourself what a fine place it is to do business!

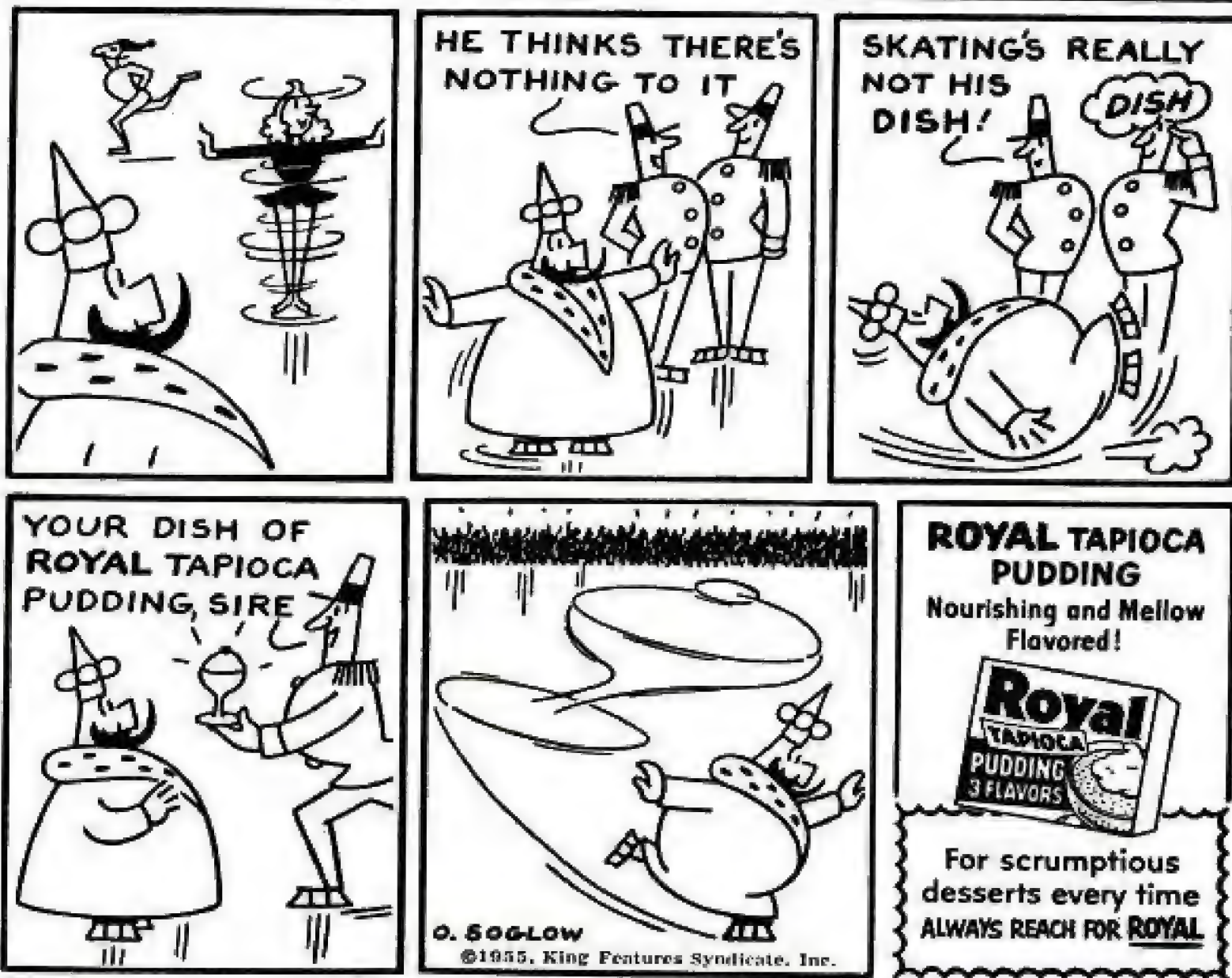
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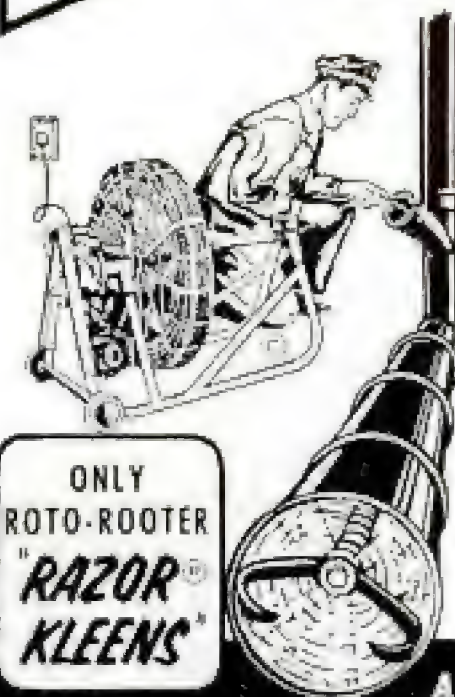
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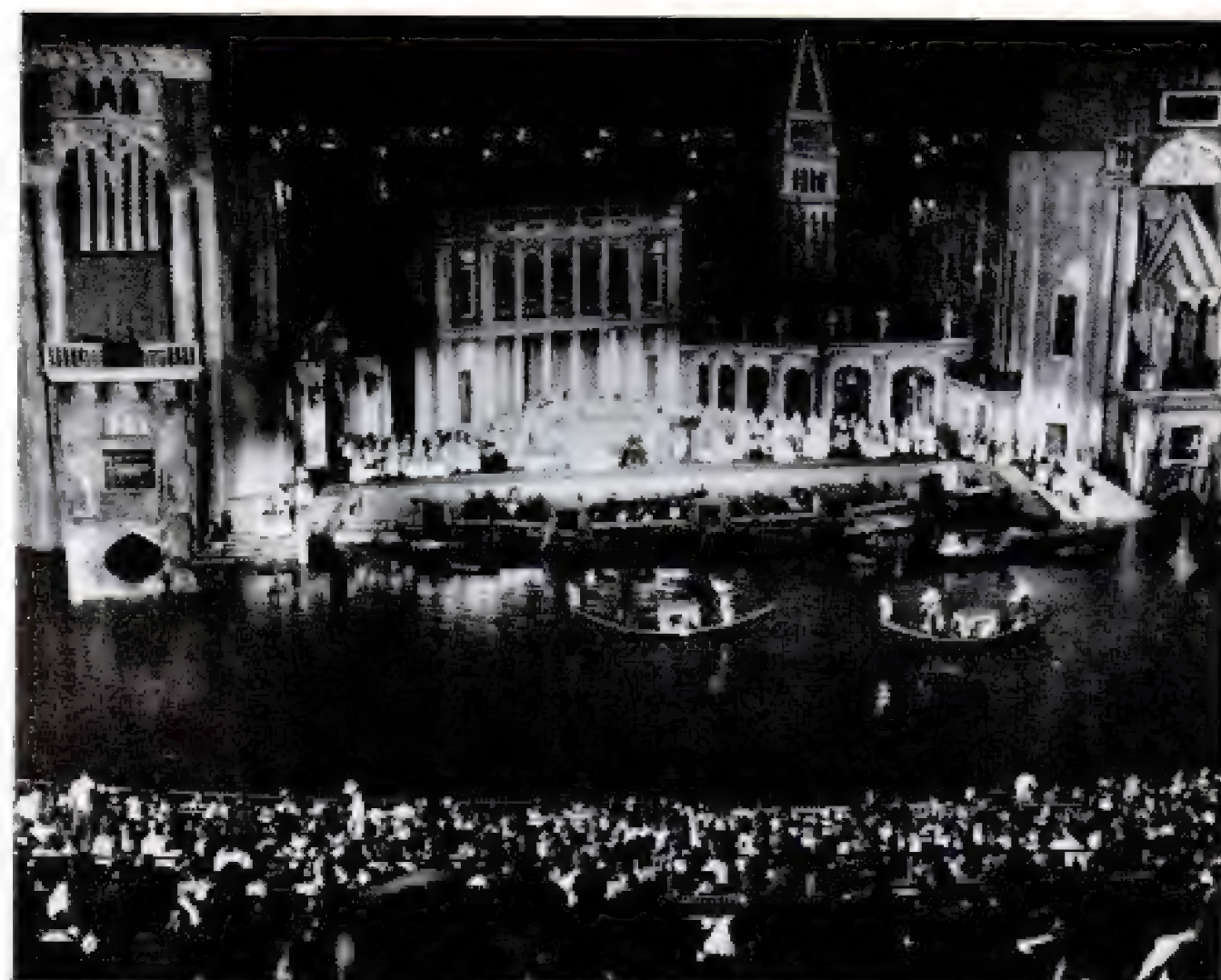
COUGHERS!

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MENTHOL
GOES WHERE
YOUR COLD
GOES**



GOES to help
clear your nose

GOES to help
soothe your throat



WATER SPECTACLE put on by Todd before he became involved in new movie processes was *A Night in Venice*, produced at New York's Jones Beach.

TODD CONTINUED

Runyon had described Todd as "the greatest natural gambler" he had ever known. This pronouncement was a great disservice to Todd, who thenceforth tried to live up to the billing. Despite numerous personally experienced indications to the contrary, he refused to admit that he could not beat the percentages on horses and cards. Somehow he would get everything straightened out in the end.

To that end, Todd went to Hollywood, where he had a deal with Universal-International to produce a picture from Edna Ferber's novel, *Great Son*. To establish his identity with a bang in a community he expected shortly to take over, he decided to stage *Up in Central Park* in the Hollywood Bowl. It turned out to be one of his less brilliant inspirations. New and much bigger scenery had to be built, additional technical equipment provided, more singers and dancers and stagehands added to the troupe, the orchestra augmented. The deficits were sensational.

The Hollywood Bowl misfire was the prelude to a year of almost uninterrupted disaster. *Great Son* never got produced. The fact that Todd was simultaneously operations manager of the Del Mar Race Track near San Diego ("Where The Turf Meets The Surf") may have had something to do with it. Like a saloon keeper who samples his own wares too enthusiastically, he kept betting \$2,000, \$3,000, \$4,000 in an afternoon; sometimes a couple of thousand on a single race. At one gin rummy session he dropped \$15,000. His poker losses were staggering.

Bad luck was accompanied by tragedy: in the summer of 1946 Bertha, Todd's wife of 20 years, died of heart failure while under an anesthetic for a minor operation. The next year, a couple of months after Todd's marriage to Joan Blondell (from whom he was divorced in 1950), he was named defendant in an involuntary bankruptcy proceeding in the New York Federal Court. Liabilities: \$1,105,616.78. There were 116 creditors, ranging from the U.S. Treasury to Womrath's rental library to the Royal Window Cleaning Corporation.

With time out for adjournments the hearings on the bankruptcy lasted about three years. As the hearings went on it became startlingly apparent just how breezy Todd's business procedures had been. For instance, the usual way for a man to jog his memory in such a financial dispute is to consult his old check stubs. This wouldn't have worked with Todd. "It was a very lax, I admit, procedure," he testified, "but there were no stubs, if that's what you mean, there were no stubs."

Some men in Todd's predicament would have blown their brains out or at least headed for a sanitarium. Todd was saved mainly by his iron nerve and his creditors' realization that you can't win with a dead horse. While the bankruptcy hearings were still going on he dreamed up, promoted and produced a splendid musical comedy roughhouse, *As the Girls Go*, that starred Bobby Clark, cost \$375,000 and ran for 420 performances. How does a man in hock for \$1,105,616.78 raise \$375,000 to put on a show? Todd did it and followed it up with another big musical, *Peep Show* (278 performances), which featured several numbers composed

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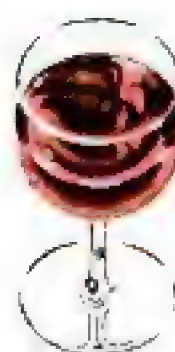
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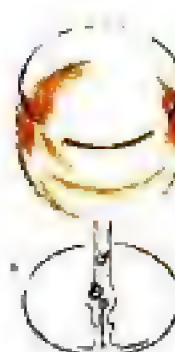
Sherry

Take time before dinner for a glass of golden California Sherry. You'll not want to rush. For *leisurely enjoyment* is part of the special pleasure of Sherry wine. And as you sip, you'll discover a flavor unlike any other in the world—a deep, rich flavor that sets the stage for the dinner ahead.



Burgundy

When dinner is ready, serve a bottle of California Burgundy. Feast on the gaiety of its rich-red color. Then taste the extra goodness Burgundy adds to the food. See, for example, what zest and sparkle Burgundy gives to such every-day foods as hamburger or baked beans.



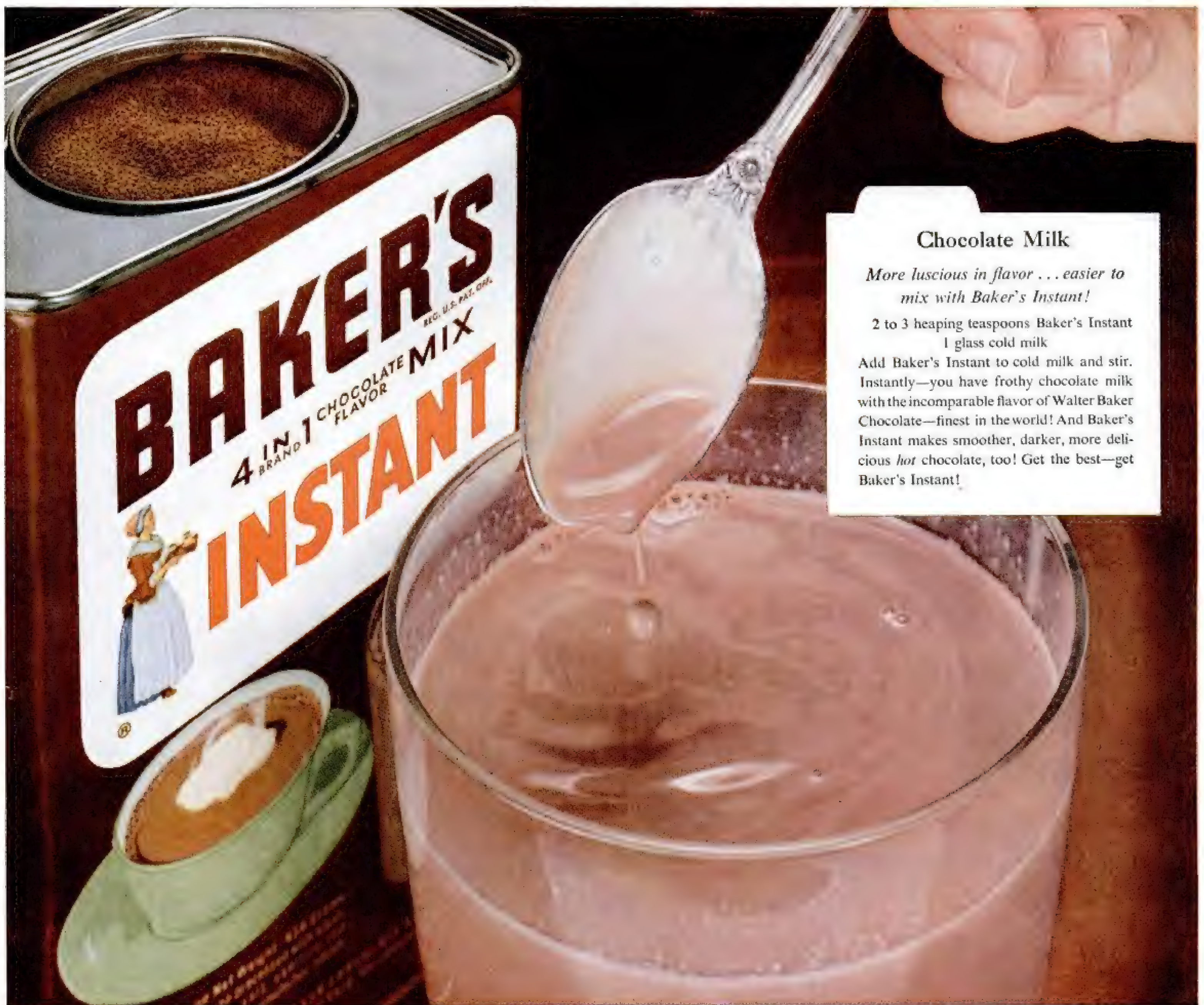
Sauterne

Test the magic, too, that well-chilled Sauterne can work with dinner. Sauterne's bright color promises something special. And that promise comes true! First, you find fragrant aroma—enticing and inviting. Then you discover how wine brings out and highlights the goodness of such foods as chicken or fish. In fact, it makes any dinner a *great* dinner.



Port

Treat some friends to one of the world's most famous taste combinations—royal-red California Port wine (pictured at left) with cheese and crackers or fruit and nuts. It's a simple way to entertain—yet it never fails to please. For the mellow flavor of Port wine has won favor with guests for many years. Let your wine dealer help you select the fine California wines that suit *your* tastes in better living.



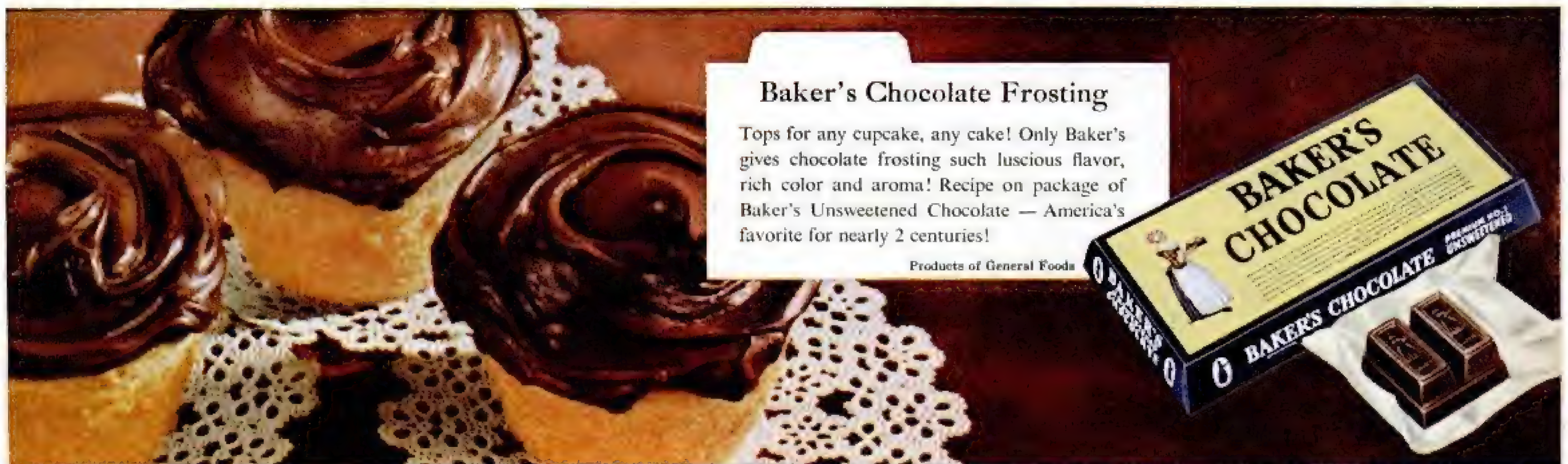
Chocolate Milk

More luscious in flavor . . . easier to mix with Baker's Instant!

2 to 3 heaping teaspoons Baker's Instant
1 glass cold milk

Add Baker's Instant to cold milk and stir. Instantly—you have frothy chocolate milk with the incomparable flavor of Walter Baker Chocolate—finest in the world! And Baker's Instant makes smoother, darker, more delicious *hot* chocolate, too! Get the best—get Baker's Instant!

Chocolate makes it good... Baker's makes it best



Baker's Chocolate Frosting

Tops for any cupcake, any cake! Only Baker's gives chocolate frosting such luscious flavor, rich color and aroma! Recipe on package of Baker's Unsweetened Chocolate — America's favorite for nearly 2 centuries!

Products of General Foods

by King Phumiphon of Thailand, who traveled incognito in the program credits as "Bhumibol."

Going broke for \$1,105,616.78 taught Todd a lesson. He has not touched a playing card in more than seven years, and now when he sees a copy of the *Daily Racing Form* on a newsstand he winces. "Mike's stopped gambling in money," says the veteran Hollywood producer, William Goetz, an old friend, "but he's still a big gambler in ideas."

His current idea-gamble is based on his five-year franchise from Magna to make two Todd-AO pictures a year. This week a camera unit is heading for Bali and India to make background shots for Jules Verne's *Around the World in 80 Days*, which Todd wants to have ready when the human race has tired of *Oklahoma!* even in Todd-AO. However, his heaviest bet for 1955, estimated at \$7.5 million, is Tolstoi's *War and Peace*, which he hopes to shoot in Yugoslavia with the cooperation of the Tito government.

Almost since the birth of the movies producers have been talking about doing *War and Peace*, but it took Mike Todd, probably the greatest catalytic agent in world show business today, to start doing something about it. Last year he got a huge jump on fellow showmen by not only initiating a deal with Yugoslavia for its army and its scenery, but signing up Pulitzer prize-winner Robert Sherwood to dramatize the epic and Fred Zinneman, currently the most sought-after director in Hollywood, to direct it. Sherwood is now well along with the script and plans to go to Yugoslavia in May to inspect the terrain. Zinneman will start shooting exteriors, including the battle scenes and the burning of Moscow, in the fall. According to scuttlebutt the cast will include Sir Laurence Olivier as Pierre, Montgomery Clift as Andrey, Audrey Hepburn as Natasha and Spencer Tracy as General Kutusov. Extras in the military and agricultural scenes will of course be played by the Yugoslav army and peasantry. One of Todd's milder comments on his truly colossal undertaking is, "Think of the service it'll perform for all of the guys who started the book and wondered how it finally turned out."

For a while the making of *War and Peace* threatened to become an international cinematic derby. Independent Producer Sam Spiegel claimed that he had been "ordained" to produce it. Sir Alexander Korda announced that he had devoted 12 years to its preparation. David Selznick and Metro-Goldwyn-Mayer had the title rights registered with the Motion Picture Producers' Association of America. These three entries now seem to have been scratched, but the Italian combine of Carlo Ponti and Dino De Laurentiis insist that they still plan to compete, aided by Paramount's financing and its VistaVision process. Finally, Radio Moscow recently and cryptically announced that a version of *War and Peace* would be shot in the Soviet Union.

Mike Todd remains unperturbed by all this. It reminds him of the old days when three all-Negro jazz versions of *The Mikado* were running in New York simultaneously. "I took on the WPA, didn't I?" he says. "What's Italians? What's Russians? Todd-AO will make bums of 'em all."



ALWAYS AT WORK, Todd juggles dollar cigar and telephones that are with him almost everywhere, even on the terrace of his duplex Park Avenue penthouse. Holding a couple of phone conversations at once is par for Todd.

NEW! COLGATE = INSTANT = BARBER SHAVE!



INSTANT
LATHER...
SO RICH
IT STANDS
UP...



LOCKS
YOUR WHISKERS
IN LATHER...



FOR FASTER
EASIER SHAVES
THAN ANY
BRUSHLESS OR
LATHER CREAM!

Never before
a lather like this.
Made exclusively
by Colgate for the
cleanest, fastest
shaves of your life.

Countless,
creamy bubbles
set up each whisker
to your razor's edge
for new ease and
shaving comfort!



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get New Colgate Instant Barber Shave!**



State Farm's Scotchlite headlight-reflecting emblem on a car bumper signifies a careful driver soundly insured. It also provides emergency protection for a parked car, or if the taillight fails.

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3,300,000 of them pick State Farm — because they get outstanding protection

Read what these typical members say about State Farm protection and service:



Mr. Harvey Fischer, River Grove, Illinois:

"I save money with State Farm. And I also think your agent is the best insurance man I have ever done business with. He's honest, truthful and his integrity is of the best. And, believe me, I've met plenty in my fifty-six years."

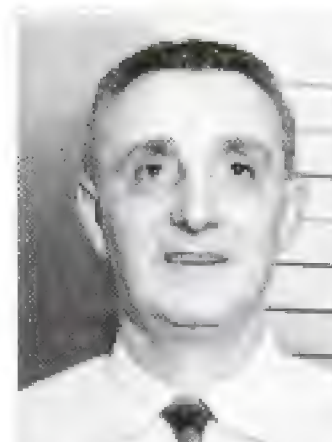
Mr. Fischer pays State Farm \$132.24 a year for Liability (100/300/5), **MAX** Medical Payments, Collision (\$50 Deductible), Comprehensive and Emergency Road Service coverage on his 1953 Chrysler 4-Door. At ordinary rates, the same protection would cost him \$169.52 a year.

Mr. Morris H. Huntzinger, Allentown, Pennsylvania:

"I can truthfully say I have never received such prompt, courteous and efficient service. When my State Farm agent heard about the accident, he went to work and his friendly, understanding manner demonstrated to me that a company as large as yours can have that 'human touch'."



Mr. Huntzinger carries Liability (50/100/5), **MAX** Medical Payments, Collision (\$50 Deductible) and Comprehensive coverage on his 1954 International ½-ton pickup truck. At State Farm rates, he pays \$61.00 a year. At ordinary rates, he would have to pay \$77.95 a year.



Mr. William Maier, Racine, Wisconsin:

"While my wife and I were driving through Canada, we skidded off an icy road. I want to state that we received wonderfully courteous and efficient help from a State Farm agent in a nearby town. I'm proud to be a policyholder in State Farm Mutual."

Mr. Maier has been paying \$113.86 a year for State Farm insurance . . . will pay \$93.67 under new Wisconsin rates. He carries Liability (20/40/5), **MAX** Medical Payments, Collision (\$50 Deductible), Comprehensive and Emergency Road Service coverage on his 1955 DeSoto 4-Door. At ordinary rates, he would pay \$142.23 a year.

Dr. Huey I. Borders, Tifton, Georgia:

"Although I had expected to receive quick and efficient service from State Farm, I had not realized what a feeling of confidence and assurance the prompt and friendly personal service of your agent would bring. It is nice to know that in time of need, State Farm not only 'pays off' promptly, but also supplies the backing and assurance of an old family friend."



Dr. Borders carries Liability (10/20/5) and **MAX** Medical Payments coverage on his 1952 Pontiac 4-Door. He pays \$38.40 a year with State Farm. At ordinary rates, he would have to pay \$72.05 for the same coverage.

American car owners State Farm Mutual any other company?

"the careful driver insurance company"—
and service at rock-bottom rates

For 13 straight years now, State Farm Mutual—"the careful driver insurance company"—has insured more cars than any other company in the world. It's easy to see why!

State Farm Mutual does not charge the same rates as other companies. State Farm calculates its own rates from the accident record of its *own* members—and not from industry figures compiled by rating bureaus.

State Farm keeps rates low by deliberately aiming to insure careful drivers only. Careful drivers have fewer accidents in a lifetime than reckless, irresponsible drivers. By avoiding accident-prone drivers, State Farm holds accident costs to a minimum. It then passes the savings back to its members in the form of low rates. Rates that save policyholders ten . . . twenty . . . even forty percent, compared to the cost of ordinary auto insurance.

State Farm Mutual provides fast, fair, friendly claim service in case of accident. A phone call to the nearest agent is all that it takes. All 7,500 State Farm agents are

pledged to treat every policyholder in trouble as a personal client. And these agents are backed up by 1,000 claim experts who work only for State Farm members. This is the largest full-time, salaried staff of adjusters in the automobile insurance business.

The record shows that State Farm claim offices pay 90% of routine collision and comprehensive claims within 48 hours of receipt of bills. Every claim is processed with the utmost speed. Every dollar due is paid promptly—to you, or to other parties involved.

Can you qualify for State Farm's "careful driver insurance"?

Not everyone can, of course. But if you use good judgment, common sense, and courtesy behind the wheel, it should be easy. For complete information, talk to any State Farm agent this week. For the name of the agent nearest you, look in the yellow classified pages of your phone book under "State Farm Insurance."

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"the careful driver insurance company"

*State Farm Insurance is written only by the
State Farm Mutual Automobile Insurance Company
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Insurance (cont'd)

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Famous careful-driver auto insurance at rock-bottom rates. We insure more cars than any other company.

Fast, fair claim service.
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If your phone book does not list a State Farm agent, write directly to Dept. E-1, State Farm Mutual, Bloomington, Illinois.



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RONSON'S NEWEST GIFT! THE GOLDEN ESSEX

...distinctive pocket lighter for discriminating tastes!



Emphatically, this is the gift you would select for yourself, were the choice up to you. For the Ronson Essex has everything you've ever sought in a pocket lighter: slim, tailored lines...an elegant "feel"...a brilliant gold finish! And for top performance, a Ronson lighter can't be matched. So—see the new Essex now—you'll agree it's one of Ronson's finest contributions to good lighting and good living. In Gold Finish, \$8.50. Gold Plate, \$12.50.*

New! Ronson exclusive, easy-fill patented swivel base, swings wide open for fast, spill-proof fuelings!

look for the name

RONSON

...world's greatest lighter

©1955 RONSON CORPORATION

*PLUS TAX

Double Duty for a Cattle Van



IN BIG SPRING, MEMBERS DISPLAY STEERS BEFORE LOADING UP THE VAN



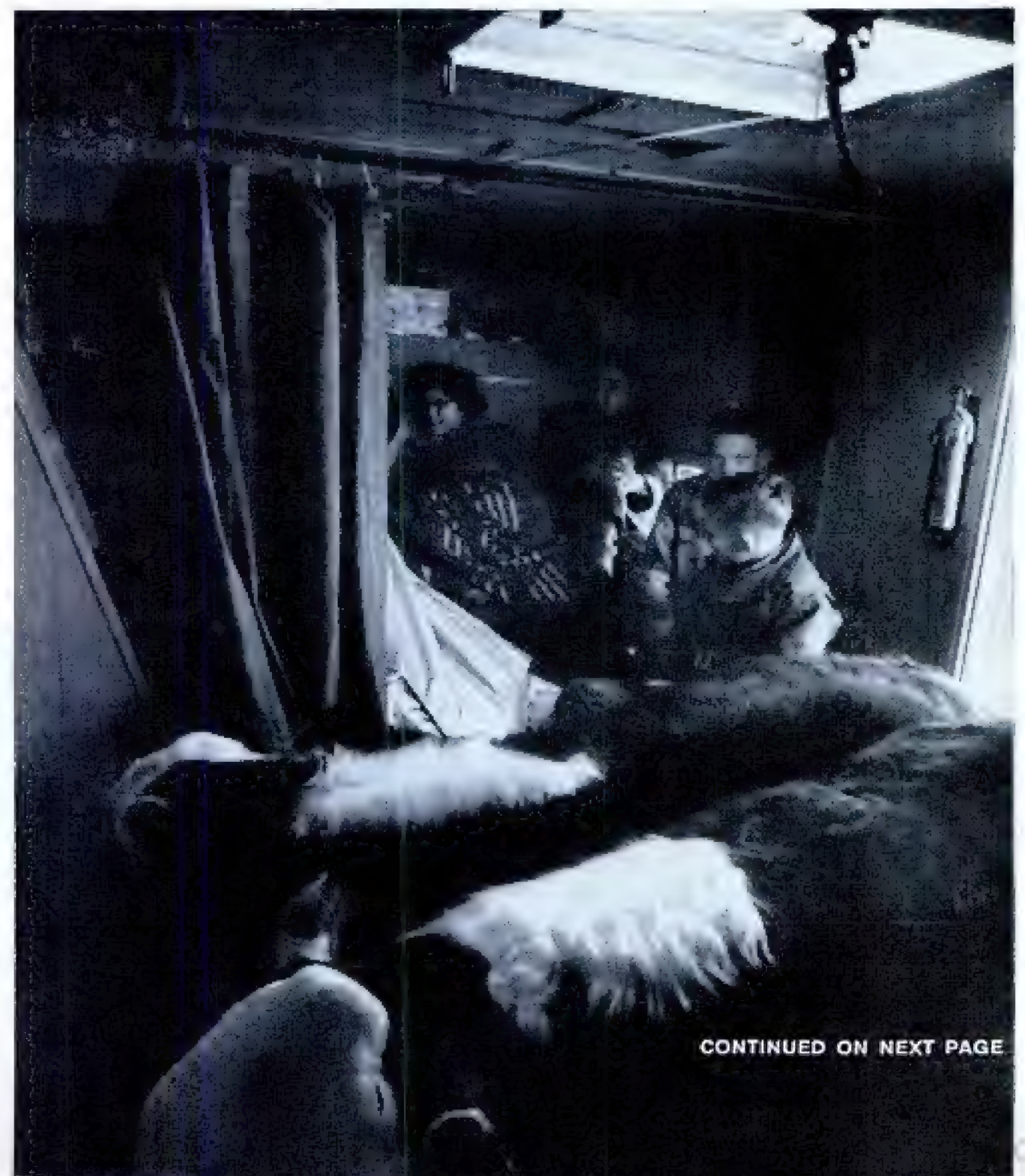
EN ROUTE TO EL PASO, SONNY CHOATE, 18, SURVEYS THE TEXAS SPACES FROM OPENING IN ROOF OF VAN. IN BACKGROUND ARE THE QUITMAN MOUNTAINS

4-H CLUB SHARES A TRAILER WITH PRIZE-WINNING CALVES

Out of Big Spring, Texas a distinctive motor van rolled down U.S. Highway 80. Jam-packed inside was a curiously mixed cargo (*right*): four teenage youngsters and 10 Hereford steers. The cattle, prized possessions of members of the 4-H Club of Howard County, Texas were headed with their youthful owners for the Southwestern Livestock Show in El Paso, 346 miles away. Occasionally the youngsters, keeping watch on their precious animals, were relieved by others in accompanying autos. When the 9½-hour trip finally ended and the cattle were unloaded, the trailer was quickly and ingeniously converted for the duration of the six-day show into a dormitory just for people (*p. 162*).

With this double-duty van the Howard County club operates as a kind of far-roaming ranch on wheels. Since 1949, when the trailer was bought at an Army surplus sale, they have motored 60,000 miles to dozens of shows to become one of the most widely traveled 4-H clubs in the U.S. Since then, they have also become one of the most successful, and their six-year record of winnings from prizes and sales is a whopping \$600,000.

INSIDE THE VAN youngsters ride together in → passenger area at forward end, close up to the cattle.



CONTINUED ON NEXT PAGE

new! self-operating!

Revere "888"

35mm SLIDE PROJECTOR



so fully automatic you can now sit
with your guests and enjoy your own show.

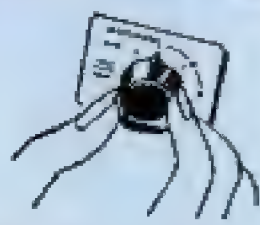


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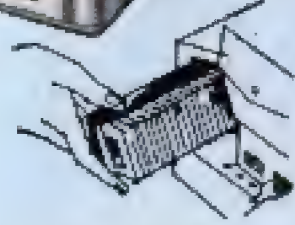
**No Levers
or Buttons!**

"888" works by itself so you can sit with your guests, walk around the room, enjoy your slides! Really automatic!



**No Dangling
Cords!**

Function knob lets you time the slide change to slow, medium, fast, semi-automatic or manual operation.



**No Special
Slide Mounts!**

Magazine holds 36 35mm slides of any type mount, returns them in ready-to-show sequence; acts as permanent file.



**Built-In
Pointer!**

Enables operator to superimpose movable arrow over projected scene. Ideal for lectures, instruction, etc.

Just set the switch and the Revere "888" shows 36 slides as slow or as fast as you like—without your touching a finger to it! It operates completely by itself, showing the clearest, sharpest pictures without effort. Screen illumination control for individual picture brilliance. 20 other exclusive features! See it demonstrated! **\$119.50**

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Camera**

For thrilling three dimension pictures. 2 matched, 35mm f/3.5 WOLLENSAK Wocoted lenses, precision shutters, inc. tax...\$174.50



**"40" 8mm
Magazine Camera**
Budget priced luxury! Drop-in loading; adjustable viewfinder; 5 speeds. f/2.5 WOLLENSAK Wocoted lens, inc. tax.....\$99.50



**"85" 8mm
Projector**
Long-life 500-watt lamp; 300 ft. reel; fast 1-inch F/1.6 coated lens; extra 17mm Wide Angle lens attach. With case.....\$124.50



**"T-1100" Dual-
Speed Tape
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High Fidelity "Balanced Tone," Single-knob control. With microphone, radio attach. cord, 2 reels, case.....\$159.50

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DOUBLE DUTY VAN CONTINUED

THE VAN'S DOMESTIC USES



CLEANING THE VAN after arriving in El Paso, 4-H girls scour the walls. The cattle have already been unloaded and bedded down in exhibition barns.



READY FOR SLEEP on floor of van, 4-H boys bed down first night under watchful eye of Sonny Choate's parents. Girls slept at opposite end of the van.



SERVING BREAKFAST the next morning, 4-H parents prepare food over stove at front of van. Seven adults and eight children made trip to El Paso.

CONTINUED ON PAGE 164



Every minute of every day



another family buys on the



Commercial Credit Budget Plan . . .

WITH Commercial Credit's nationally famous 7-POINT PLAN, you can get your new car, your financing and all these 7 protection features* in one reasonably priced package: 1. Collision and Comprehensive Insurance . . . 2. Credit Group Life Insurance . . . 3. Accident and Limited Hospitalization Insurance . . . 4. Bail Bond Protection . . . 5. Towing and Road Service . . . 6. Nationwide Emergency Credit . . . 7. Over 300 Customer Service Offices. Commercial Credit's 7-POINT PLAN is offered by car dealers everywhere, through subsidiaries of COMMERCIAL CREDIT COMPANY, Baltimore, founded 1912, capital and surplus over \$170,000,000.

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There's plenty of rough, winter driving to come. Get easy-going, *cushiony* comfort with *Marfak* lubrication. *Marfak* clings to chassis points longer. It's tough, won't jar out or squeeze out—resists wash-out in wet, splashy weather. As a result, you get smooth, *cushiony* driving for 1,000 miles or more with *Marfak* chassis lubrication. See your Texaco Dealer—the best friend your car has ever had.

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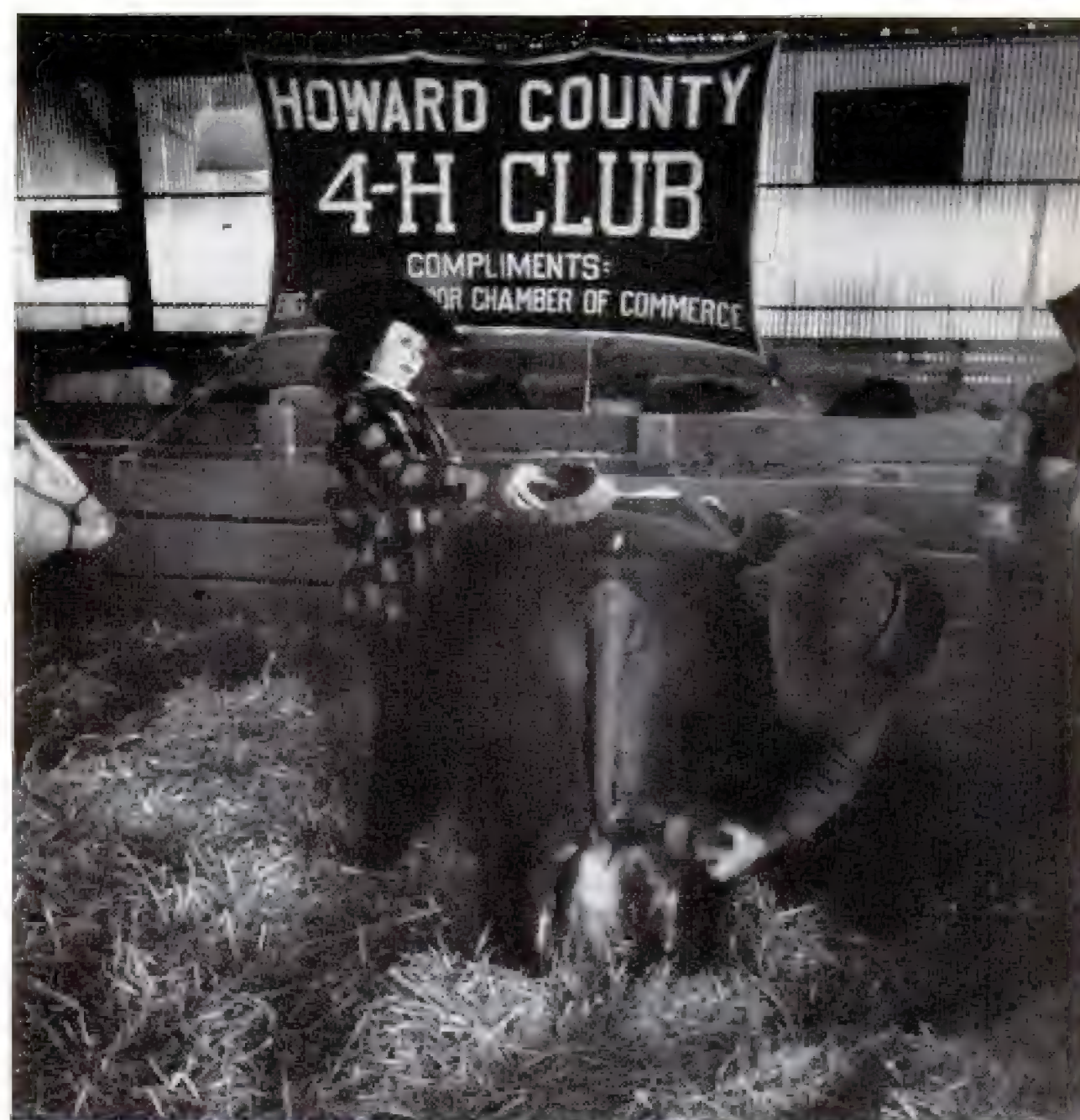
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DOUBLE DUTY VAN CONTINUED



CURRYING A CALF in the show barns, Wanda Boatler and Joyce Robinson wield brushes the first morning after club members' arrival in El Paso.

WORKING WHILE WAITING



RUBBING calf's sore foot, Ann White applies liniment.

As they do on almost every trip to a show, the Howard County 4-H Club members arrived at El Paso at least 48 hours before the first judging. They promptly proceeded to follow the final advice of Durward Lewter, the club's supervisor. "Keep working with those calves," he had warned. "That's how you win things."

From the time they unloaded the van the first evening, the youngsters washed and curried their year-old calves over and over. On the second day all ten of the animals passed the first showing. Then, on the third day, the moment for which they had all worked was finally at hand (p. 167).



SCRUBBING DOWN with soap and water, boys help each other in time-consuming task of getting their animals ready for start of judging next day.

CONTINUED ON PAGE 167

RARE WOODS FROM DISTANT FORESTS

LINKWOODS

These new SWANK Cuff Links and Tie Klips feature magnificent imported woods including genuine Ebony, Rosewood and Harewood. Unusual designs in gold and silver tones.

Cuff Links, \$3.50, Matching Tie Klip, \$1.50, Boxed Set, \$5.

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World's largest manufacturer of men's jewelry.
Prices subject to Fed. Tax.

Men prefer
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What do Viceroy do for you that no other filter tip can do?

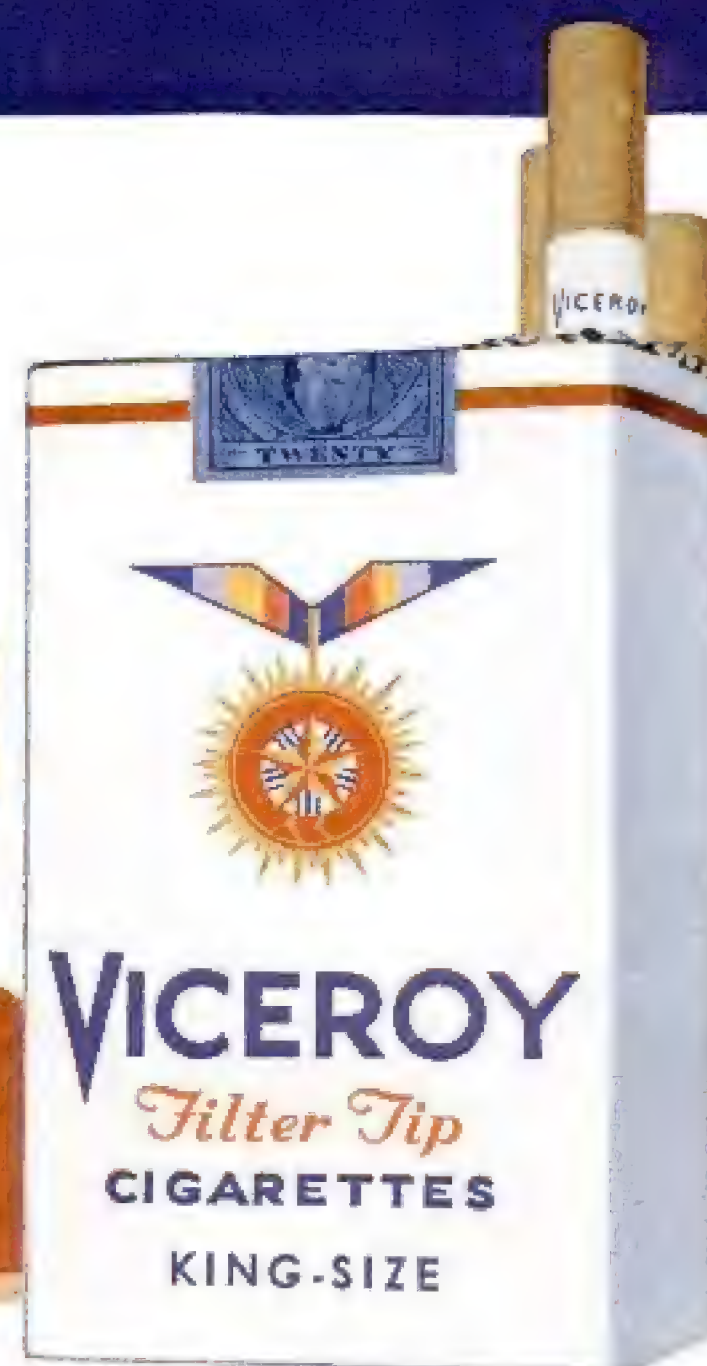
ONLY VICEROY GIVES YOU
20,000 Filter Traps
IN EVERY FILTER TIP

TO FILTER - FILTER - FILTER
YOUR SMOKE
WHILE THE RICH-RICH
FLAVOR COMES THROUGH



*"Those 20,000 filter traps
sure give me better flavor
than I ever got from
cigarettes without filters!"*

*"Yes, Viceroy's filtered
smoke is so much better...
and I get no tobacco
bits in my mouth."*

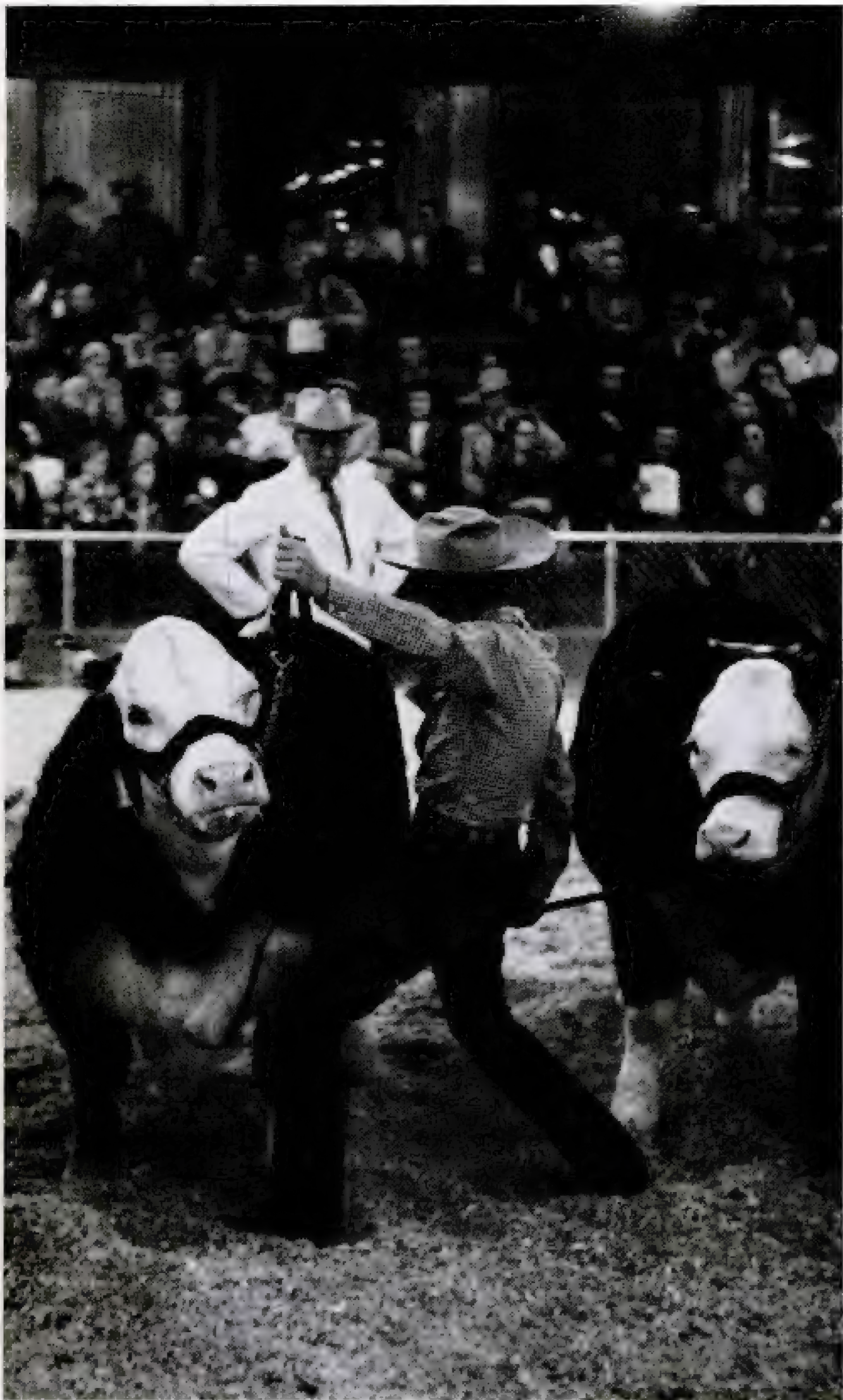


ONLY A PENNY
OR TWO MORE THAN
CIGARETTES
WITHOUT FILTERS



World's
Largest-Selling
Filter Tip
Cigarette

PAY-OFF IN THE PRIZE RING



SHOWING CALF, Rodney Brooks tensely watches judge looking over the entries in medium-weight Hereford division. Rodney's calf won 12th place.



SHOWING PRIZES after show, Howard County delegation, along with two friends, prepares to leave. Every one of the 10 van-hauled calves won a prize.

His home was his saddle, his
only friend a six-gun and his
country the wild free range...



kissed her
wanton lips
and sold
himself in the
strangest bargain
a woman ever
made with
a man!

Universal-International presents

KIRK JEANNE CLAIRE
DOUGLAS • CRAIN • TREVOR
MAN WITHOUT A STAR

Technicolor

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WILLIAM CAMPBELL with RICHARD BOONE
MARA CORDAY • MYRNA HANSEN

COMING SOON
TO YOUR
FAVORITE
THEATRE

Directed by KING VIDOR • Screenplay by BORDEN CHASE and D. D. BEAUCHAMP • Produced by AARON ROSENBERG



TEARS OF DEFEAT

Having elected Reformer Martin Kennelly mayor for two terms, Chicago's Democratic machine opposed him in last week's primaries. Sad in defeat, Kennelly muttered, "Unbreakable, aren't they?" Comforting Morris Sachs (*right*), his candidate for treasurer, he wept.

STORM-DRIVEN FLAMES

In the worst storm in many years, 100-foot waves battered the Italian port of Genoa, sinking two docked ships. As Sweden's *Nordanland* went down, water reacted with her cargo of carbide to form acetylene gas which exploded, smashing her dock and igniting her fuel oil.

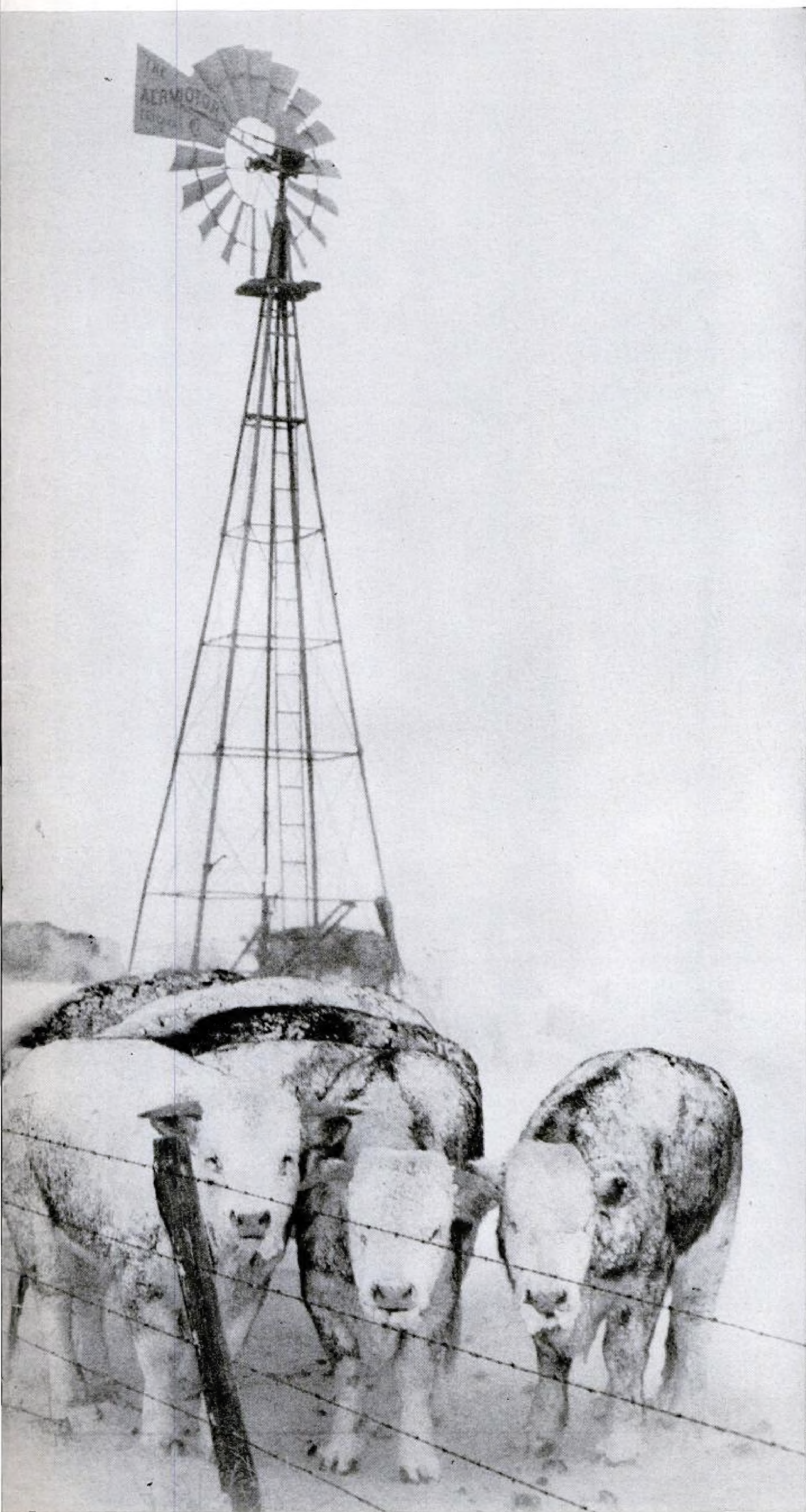


A LOOK AT



FROSTED FACES IN A COLORADO BLIZZARD

THE WORLD'S WEEK



Standing patiently as stinging snow caked their hides, a herd of Herefords near Nunn, Colo. rode out the state's big blizzard. Fear-

ful that a long freeze would endanger their feeding, cattlemen hoped for a thaw. But more cold weather seemed to be in store.



FAURE TO THE FORE

After three weeks of political paralysis the French Assembly unenthusiastically accepted Edgar Faure, 46, as new premier. Middle of the road in domestic politics, Faure, who was premier for six weeks in 1952, is a supporter of the Paris agreements. His coalition cabinet includes members of eight parties.



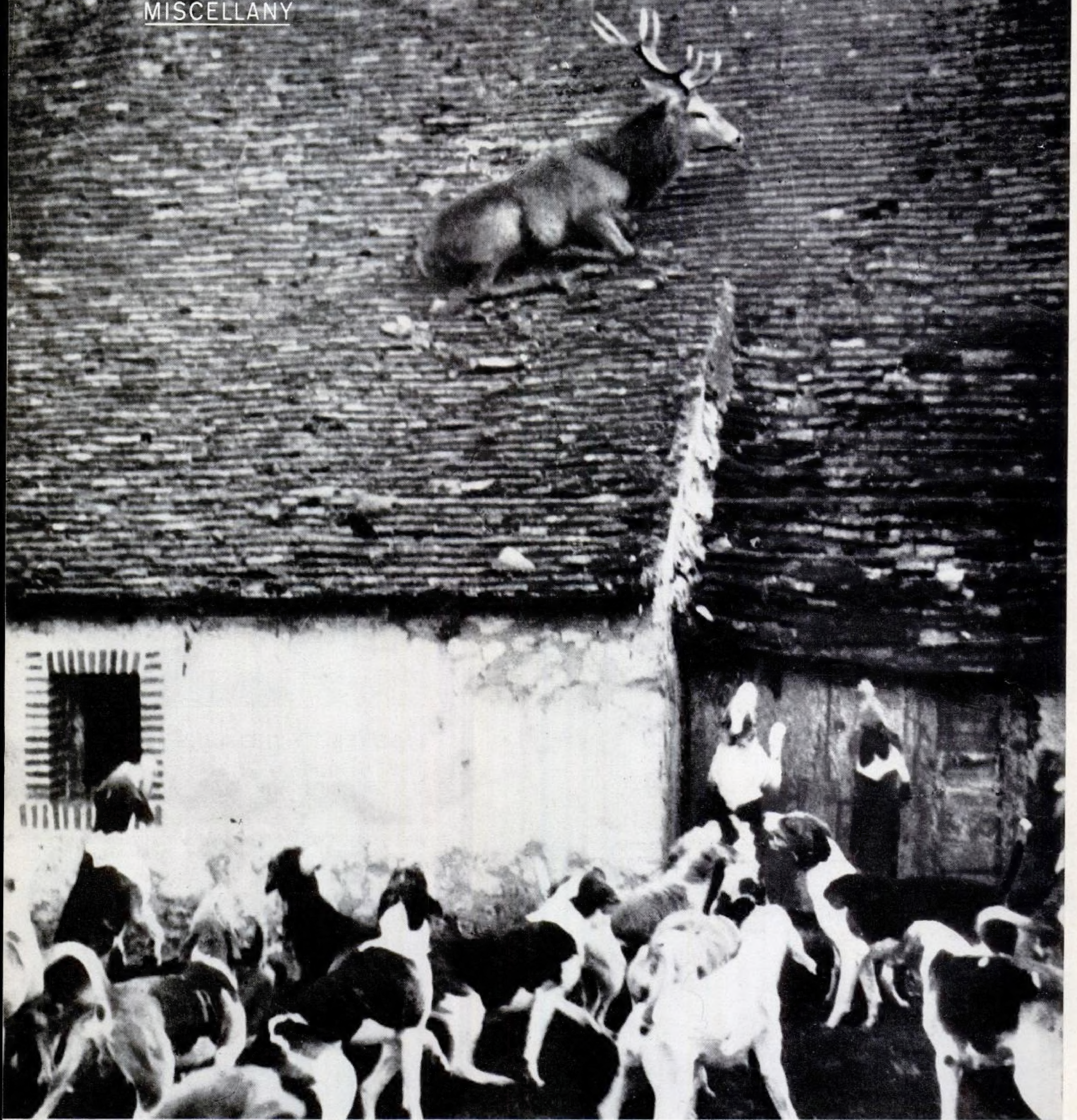
DUKES TO THE DUKE

Visiting the Austrian ski resort of Kitzbühel, Queen Elizabeth's cousin, the 19-year-old Duke of Kent, attended a dance festival given at the British Ski Club. After participating in an enthusiastic boogie-woogie, the duke turned to a stately folk dance which ends as partners raise their hands in a mock toast.



GLOWER AT ADENAUER

Old arguments against German rearmament flared up last week as the Bundestag met to vote on the Paris agreements. Social Democrat Herbert Wehner made a last appeal for the opposition, contending the treaty would preclude German unification, but at week's end voting indicated the agreements would pass.



STAG'S LAST STAND

The Duc de La Rochefoucauld's pack of hounds had come upon the big stag in the Forest of Orléans in midmorning and gave chase, the duke and his friends following on their mounts. Thirty miles and five and a half hours later the exhausted stag burst out of the forest and in desperation leaped onto the roof of the nearest farm house.

There, while the hounds bayed and the hunters straggled up, an amateur photographer, who had valiantly followed the last mile on foot, snapped this picture. Slipping off the roof a moment later, the cornered stag tossed and killed three of the dogs before the rest of the pack drove him into a nearby stable. There the duke cut its throat.



It is the essence of hospitality
to let your guests see
what you are serving.

You need never hesitate when it is

Old Grand-Dad

"HEAD OF THE BOURBON FAMILY"



KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD GRAND-DAD DISTILLERY COMPANY, FRANKFORT, KENTUCKY

Great day in the morning! Flavor in a filter cigarette!

WINSTON

tastes good —
like a cigarette should!

IT'S GOT
REAL FLAVOR!

AND
DRAWS SO
EASY!

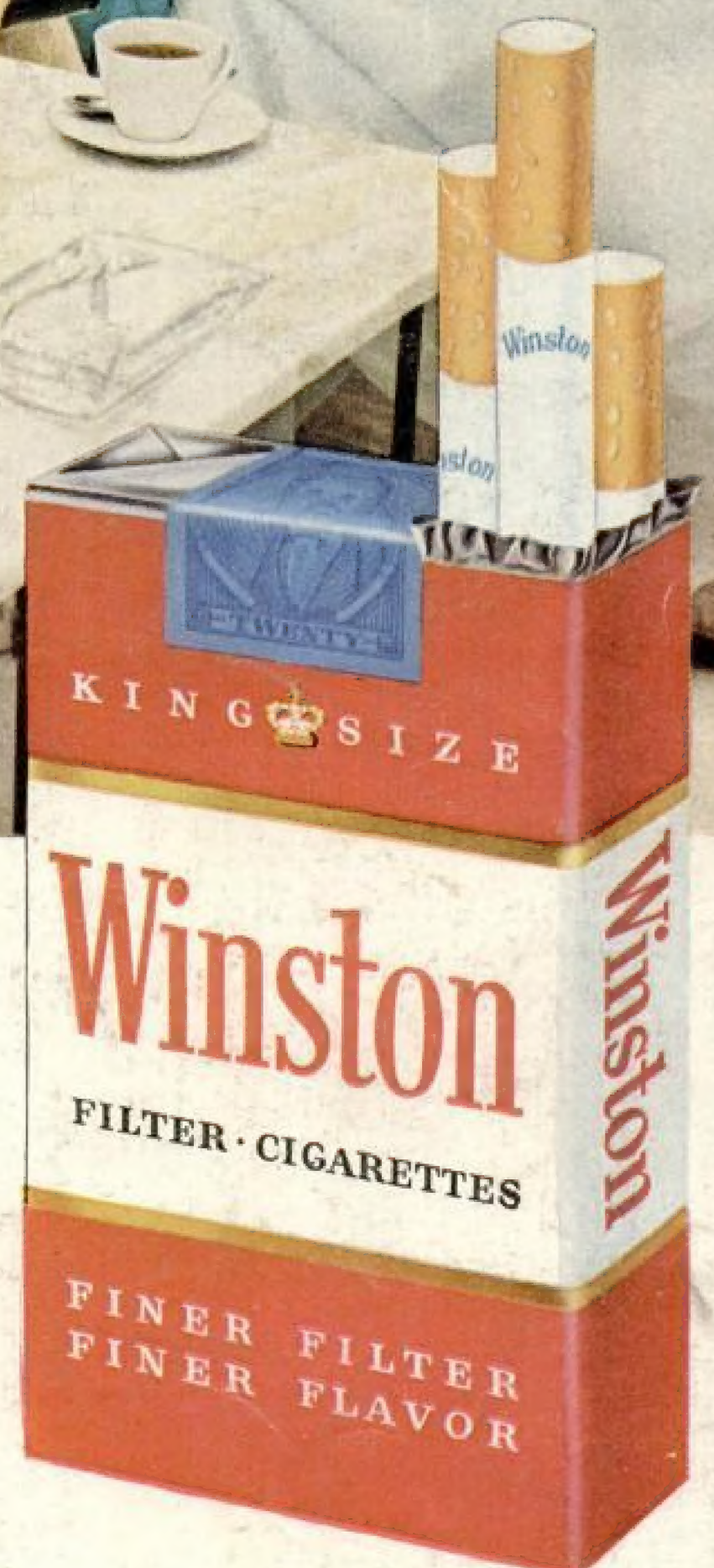


Winston brings flavor back to filter smoking!



■ No wonder Winston has changed America's mind about filter cigarettes! Winston tastes good — like a cigarette should! It's got real flavor — the full, rich flavor real smokers want. You're sure to enjoy Winston's finer flavor!

■ Winston also introduced a finer filter that works so effectively, yet doesn't "thin" the taste. The fine tobacco flavor comes clean thru to you because Winstons are *easy-drawing*. You'll really appreciate Winston's finer filter!



Smoke **WINSTON** the easy-drawing filter cigarette!